

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

Office of Minority Student Affairs
130 Turner Student Services Building, MC-306
610 East John Street
Champaign, IL 61820



**MARKETING AND COMMUNICATIONS GRAPHIC DESIGNER
(50% GRADUATE ASSISTANTSHIP)**

OFFICE OF MINORITY STUDENT AFFAIRS

POSITION SUMMARY:

The Marketing and Communications Graphic Designer position is responsible for coordinating the promotional/marketing activities and processes of the Office of Minority Student Affairs. This position will be responsible for assisting the Associate Director for Administration and Operations in developing marketing strategies that aim towards branding, positioning, and promoting the department and its services. Additionally, the position will lead the department's social media campaigns and will be responsible for creating and designing all print materials for units within the department.

EXAMPLES OF DUTIES:

- Designs and manages the process for designing print materials (e.g. flyers, posters, invitations, brochures, programs, etc.).
- Develop content and graphics for marketing flier templates.
- Creates and monitors social media campaigns for all units within department.
- Coordinates the implementation process of social media and other marketing activities and processes.
- Assists with the development of a strategic marketing plan.
- Develops department newsletter.
- Oversees editing of photographs and videos.
- Collaborates with staff on marketing and promotional needs for departmental units.
- Assists department program areas with planning and creating a design schedule for print materials.
- Creates and maintains marketing project schedules and calendar of department events.
- Conduct benchmark marketing research on best practices on other departments and related entities
- Assists with maintaining website by working with coding, design/re-design, text, images and by keeping website updated.
- Serves on the Marketing Committee.
- Identifies and advises on current trends, theoretical and practical, that enhance organizational image, presence, and brand, including promising/best practices.
- Participates on appropriate department committees.

- Attends staff and other meetings.
- Perform other appropriate duties and responsibilities related to the position.

REQUIRED EDUCATION AND EXPERIENCE

- Must be enrolled in a University of Illinois at Urbana-Champaign graduate program.
- Experience related to marketing, advertising, communications, public relations, promotions.
- Experience creating and writing content to be shared on multiple platforms (print, website, e-newsletter, email).

REQUIRED QUALIFICATIONS, KNOWLEDGE, AND SKILLS

- Knowledge of print and digital marketing and advertising, and creative development.
- Microsoft Office Suite, Adobe Create Suite, InDesign, Illustrator, or related design software.
- Evidence of strong oral and written communication skills.
- Evidence of strong organizational skills.
- Excellent interpersonal skills.
- Ability to take lead on projects.
- Ability to think critically and creatively.
- Ability to manage multiple tasks simultaneously.
- Ability to complete tasks independently and on-time.
- Ability to adapt to planned and unplanned change, fast-paced, and data-driven environment.
- Ability to work with minimum supervision.

HOURS: Approximately 20 hours per week.

SALARY: \$1,817.87 per month for 9-month appointment

ANTICIPATED START DATE: August 16, 2017

HOW TO APPLY: To apply, please submit the following three items to omsa-hr@illinois.edu.

- 1) **Cover Letter** (addressing qualifications, experiences, and how you comply with requirements)
- 2) **Resume or C.V.**
- 3) **Contact information for three references** (including name, job title, phone number, and e-mail address)

APPLICATION DEADLINE: Applications will be reviewed and interviews may be conducted immediately and will continue until a suitable candidate is identified.

WEBSITE: <http://omsa.illinois.edu/>

STUDENT AFFAIRS DIVERSITY STATEMENT:
http://www.omsa.illinois.edu/DOCS/Diversity_SA.pdf

Illinois is an Affirmative Action/Equal Opportunity Employer and welcomes individuals with diverse backgrounds, experiences, and ideas who embrace and value diversity and inclusivity (www.inclusiveillinois.illinois.edu).