

## Graphic Design Specialist, Communications Cabrillo College

Direct Link: <https://www.AcademicKeys.com/r?job=245598>

Downloaded On: Sep. 27, 2024 1:15am

Posted Sep. 23, 2024, set to expire Oct. 11, 2024

<b>Job Title</b>	Graphic Design Specialist, Communications
<b>Department</b>	Communications
<b>Institution</b>	Cabrillo College Aptos, California
<b>Date Posted</b>	Sep. 23, 2024
<b>Application Deadline</b>	10/11/2024
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Professional Staff
<b>Academic Field(s)</b>	Graphic Design/Marketing
<b>Apply Online Here</b>	<a href="https://apptrkr.com/5654582">https://apptrkr.com/5654582</a>
<b>Apply By Email</b>	
<b>Job Description</b>	

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**Graphic Design Specialist, Communications**

**Cabrillo College**

**Salary:** See Position Description

**Job Type:** Full-time (100%)

**Job Number:** 2024-01885

**Closing:** 10/11/2024 11:59 PM Pacific

**Location:** Aptos, CA

**Department:**

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Marketing and Communications

### Employment Opportunity

We need **YOU!** Cabrillo College is looking for staff to provide quality programs and services for a diverse student population promoting ever-evolving needs as our students grow toward their individual aspirational goals. Cabrillo is an Hispanic Serving Institution (HSI) with a special focus on enhancing the Latinx student experience. Come join our team, valuing high-level and innovative instruction, support services, a welcoming environment, and helping to change the world one student at a time!

This **full-time, 12-months per year Graphic Design Specialist** position plans, designs and coordinates production of a variety of documents, advertisements and publications for both print and online collateral materials, adhering to established brand and identity standards in support of the District's communications, public relations and marketing efforts; interviews clients, prepares bid specifications and coordinates completion of jobs with print vendors; provides assistance to the Director as needed; and performs related duties as assigned.

The **ideal** candidate will share Cabrillo's commitment to educating its racially and socioeconomically diverse student population. Cabrillo College serves approximately 11,400 students per term. In the Fall of 2021, 58% of Cabrillo students are members of minoritized populations, identifying themselves as LatinX (48%), Multi Ethnic (5%), Asian (2%), Black Non-Hispanic (1%), Filipino (1%), American Indian/Alaskan Native (<1%) and Pacific Islander (<1%). In 2006, Cabrillo College was designated a Hispanic-Serving Institution, reflecting the great responsibility that the College has to the educational attainment and economic well-being of the surrounding community.

As a classified staff member at Cabrillo College, you will join a vibrant community of professionals and educators working together to provide a positive educational environment where our students experience diverse academic and cultural perspectives.

### Examples of Duties

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

- Develops creative concepts and designs materials for internal, external and instructional use; produces print and online promotional items and display visuals to inform, educate and promote

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the District to a wide variety of audiences including students, faculty, staff, other community colleges, the public and the media.

- Designs and formats advertisements that effectively communicate the District's brand and message; maintains and enforces adherence to established identity standards.
- Verifies data on communications materials for accuracy, completeness and compliance with established procedures; proofreads and obtains approval on finished design materials prior to printing; coordinates the production process and distribution of final approved collateral.
- Ensures that all documents distributed in electronic format comply with Section 504 and 508 Accessibility Guidelines and Regulations; provides information and guidance to other staff within and in other departments on the uses of software tools to meet requirements.
- Receives project requests and interviews clients to determine target audience, objectives and message and to establish deadlines and budget; interprets user concepts and provides advice on design possibilities; formats content provided by clients for use in electronic communications, including uploading to the District website and other forms of electronic media; presents draft projects to clients; receives and evaluates suggested changes; finalizes designs, prepares bid specifications and negotiates details of securing bids from printers, vendors and media representatives; prepares purchase requisitions.
- Works closely with clients, printing personnel and service vendors to meet production requirements; establishes and adheres to approved production schedules including marketing annual calendar; utilizes the District's marketing work request form system to prioritize projects.
- Assists the Marketing and Communications team with brainstorming, advertising and creative development; researches, recommends and creates graphics for advertising campaigns.
- Manages and maintains a complex graphics file storage and retrieval system, including graphic arts copy, production files, print cost details, final approved documents, photographs, logos, artwork and other records.
- Serves as a technical resource to others regarding graphic design production; explains and interprets technical methods and options, as well as policies, regulations and operational procedures to persons contacting the office such as faculty, students, staff, the public and media contacts.
- Prepares various reports, correspondence and other written materials.
- Develops and implements communication strategies within established guidelines.
- Participates in various projects and assists in creating, planning, coordinating and staffing special events.
- Stays abreast of the requirements and developments in publishing technology and distribution platforms.

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### OTHER DUTIES

- Researches, evaluates, tests, recommends and administers Digital Asset Management software for campus-wide use.
- Trains and directs the work of temporary and student workers.
- Attends meetings; serves on committees and task forces.
- Demonstrates sensitivity to and understanding of diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation and ethnic backgrounds of community college students, faculty and staff.
- Performs related duties as assigned.

### Minimum Qualifications

### EDUCATION AND EXPERIENCE

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

- Understanding of, and sensitivity to, the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation, of community college students, faculty and staff **AND**
- Completion of two (2) years of college with major coursework in graphic design, digital media, marketing, or a closely related field, **AND** three (3) years of progressively responsible experience in graphic design/production involving the coordination, design, and production of major publications **OR**
- An equivalent combination of training and experience.

### KNOWLEDGE, SKILLS AND ABILITIES

#### Knowledge of:

- Principles, practices and techniques of graphic design including line, form and scale.
- Type fonts/families; colors, inks and paper stock used in printing.
- Industry standard graphic design software.
- Principles of marketing and advertising design.
- Principles and practices of public and community relations.

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- Methods, practices, terminology and procedures used in print design and preparation of files for a variety of print processes including electronic media and video.
- Principles, theories and applications of design commonly used in marketing through social media.
- Website architecture, HTML, HTML editors and web publishing procedures.
- Appropriate electronic design tools.
- Digital cameras and photographic techniques.
- Current graphic design and desktop publishing technology.

### Skills and Abilities to:

- Effectively and efficiently plan, organize and participate in the graphic arts operational process.
- Perform skilled and technical graphic arts production functions, including selecting appropriate design elements for print, digital and social media materials.
- Implement and maintain a complex data and information management, storage and retrieval system.
- Accurately estimate labor and material costs and project production scheduling.
- Adhere to brand guidelines.
- Arrange, lay out and make effective use of visual materials.
- Respond to requests from faculty, staff and students.
- Interpret user requirements into appropriate graphic materials.
- Communicate effectively, both orally and in writing.
- Understand and follow written and oral instructions.
- Operate a computer and use standard business software.
- Establish and maintain effective working relationships with all those encountered in the course of work.

### Additional Information

**Starting Salary Range:** \$4,923 to \$5,699 per month; plus 5% annual increases up to step 7, maximum initial salary step placement on the [classified salary schedule](#) is step 4. **Full-time (40 hours per week) assignment, 12 months per year.** Monday through Friday, 8:00 a.m. - 5:00 p.m. with evenings and weekends as required.

Classified employees are required to join the California Public Employees' Retirement System

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(CalPERS) and as such contribute up to 8% of their monthly salary to CalPERS on a pre-tax basis. Position scheduled to begin as soon as possible, pending continued categorical funding and Governing Board ratification. Salary is subject to proration based on beginning date of assignment.

**Benefits:** Our comprehensive benefits package includes medical, dental, life, short and long term, and vision (optional) insurance provided at a share of cost on a pretax basis, CalPERS Retirement and an Employee Assistance Program. Please see the [Benefitslink](#) on the HR webpage for more information.

### **Application Process:**

1. Complete the Application and answer all Supplemental Questions; provide detailed information to aid in determining the minimum qualification requirements have been met
2. Attach Resume
4. Attach unofficial Transcripts for college coursework completed, if applicable, **displaying any degrees conferred** (copies, photos, and downloads are acceptable). Foreign Transcripts must be evaluated for U.S. equivalency at the applicant's expense -[click here](#) for more information

**Please note:** All application materials must be received by 11:59 pm on the closing date indicated above.

### **Attention Applicants**

Only completed applications with the above required documents will be reviewed by the committee. Application materials not required (including cover letters or letters of recommendation) for this position will not be reviewed. Remove personally identifiable information such as personal photos, social security number, birth date, age, and gender from your application materials. Expenses related to the recruitment process are the responsibility of the applicant. Cabrillo is unable to sponsor work visas. A position eligibility pool may be established in order to fill other full-time, part-time, or substitute assignments as needs arise.

**Questions? Concerns?** Please contact HR as Departments, Divisions, and Committee Members are unable to discuss active recruitments with potential candidates.

### **Selection Procedure**

A search committee will review and invite applicants for an interview. Meeting the posted requirements

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does not guarantee an interview. A written performance exercise and/or presentation/demonstration may be a part of the interview, and finalists may be invited to return for a second interview. All notifications will be via email, and by accessing your [application profile](#).

### **Conditions of Employment**

Selected candidates given a conditional offer of employment are required to submit tuberculosis screening clearance results, official transcripts, proof of eligibility to work in the United States, and present their Social Security card upon hire (for payroll purposes).

### **EEO Statement**

Cabrillo College is an equal opportunity employer and actively seeks a diverse pool of qualified applicants. The policy of the College is to encourage applications from all persons. No person shall be denied employment because of ethnicity or race, color, sex or gender, gender identity, gender expression, age, religion, marital status, disability, sexual orientation, national origin, medical conditions, status or protected veteran status.

### **Accommodations**

Persons with disabilities who require reasonable accommodation to complete the employment process must notify Human Resources at [cabrillohr@cabrillo.edu](mailto:cabrillohr@cabrillo.edu).

To apply, please visit <https://www.schooljobs.com/careers/cabrilloedu/jobs/4647266/graphic-design-specialist-communications>



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### Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

### Contact

Communications  
Cabrillo College

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