

Communication Design Specialist Brazosport College

Direct Link: <https://www.AcademicKeys.com/r?job=252968>

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Posted Feb. 11, 2025, set to expire Jun. 10, 2025

Job Title	Communication Design Specialist
Department	Marketing & Communications
Institution	Brazosport College Lake Jackson, Texas
Date Posted	Feb. 11, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Graphic Design/Marketing Communications/Public Relations
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Communication Design Specialist

Posting Number: 70923

Position Type: Administrative/Staff

FTE: Full-time

Department: Marketing & Communications

Job Summary/Basic Function:

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The Communication Design Specialist creates visually engaging designs and impactful written content that align with the college's strategic goals. This role combines graphic design, copywriting, and strategic thinking to craft communications that meet the needs of various departments. By understanding business processes and departmental objectives, this team member ensures messages are tailored to target audiences, offering innovative solutions to address challenges.

Creative Design and Development

- Design visually appealing marketing collateral, including print and digital materials, ensuring consistency with brand guidelines.
- Collaborate with Marketing and Communications team members to create engaging content for social media platforms, web pages, email campaigns, and advertisements.
- Develop templates and tools that departments can use to maintain consistent branding across the college.

Copywriting and Content Creation

- Craft compelling copy that resonates with target audiences, focusing on clarity and alignment with strategic goals.
- Collaborate with departments to produce tailored messages that effectively communicate key initiatives, programs, and events. Edit and proofread content to maintain a high standard of quality across all communications.

Strategic Collaboration and Analytics

- Partner with various departments to understand their goals, processes, and challenges, ensuring communications address specific needs.
- Identify communication roadblocks and proactively present innovative solutions to overcome them.
- Provide and execute strategic recommendations to improve engagement and effectiveness across platforms.
- Track and analyze the performance of communication strategies, providing insights to improve future campaigns.
- Stay updated on industry trends and tools to enhance communication efforts.

Project Management

- Manage multiple projects with competing deadlines while maintaining quality and timeliness.

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Perform other duties of a similar nature or level as assigned.

Minimum Qualifications:

- Bachelor's degree in business, marketing, communications, or a related field, OR equivalent experience that demonstrates a solid foundation in both the theoretical and practical aspects of the role.
- Proven experience in creating print and digital marketing collateral, including brochures, flyers, and digital assets.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Strong copywriting and editing skills with a deep understanding of tone and audience engagement.
- Strategic thinker with the ability to analyze challenges and develop innovative solutions.
- Excellent communication and collaboration skills, with the ability to manage multiple priorities in a fast-paced environment.
- Strong creative intuition and the ability to foster positive relationships internally and with clients, navigating complex conversations with tact, empathy, and effective listening.
- Experience in higher education or nonprofit marketing, along with familiarity with web design, video editing, CMS, and accessibility standards in design and communication.

Some travel required.

Desirable Qualifications:

Physical Demands:

Able to traverse campus, lifting, carrying, pushing/pulling, reaching, handling, fine dexterity, bending, vision, hearing, and talking.

Posting Date: 02/10/2025

Closing Date:

Open Until Filled: Yes

First Pool Date: 02/20/2025

Special Instructions to Applicants:

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1. This position requires applicants to attach the following documents: resume, cover letter, and copies of transcripts for all completed college work.
2. Applicants must include a minimum of three (3) professional references in the reference section of the application.
3. An official transcript documenting the advertised minimum education requirement, is required upon hire. If your college/university is not from a US awarding institution, you must have your education credentials evaluated by a company that is a member of the National Association of Credential Evaluation Services (NACES). Please refer to the NACES website for further information (www.naces.org).

To apply, visit <https://employment.brazosport.edu/postings/4555>

Contact Information

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

Contact

Marketing & Communications
Brazosport College

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