

Graphic Artist
University of Wisconsin Green Bay
Office of Residence Life

Position Summary Statement

The Graphic Artist supports ongoing and newly developed marketing initiatives by assisting in the planning, design, and implementation of marketing using the housing web site, print publications, posters, brochures, and graphics for social media and other electronic media. These initiatives are primarily based on the Residence Life Marketing Plan, but will also include other ongoing or seasonal promotions.

In general, this position carries out a variety of functions and duties related to marketing and communication included but not limited to designing logos, graphics, program promotion pieces, html emails, developing and editing web content, assisting in the design of Facebook and YouTube video and advertisements, monitoring social media activity, developing and maintaining a photo gallery, and serving on committees as assigned.

Essential Job Functions

1. Develop logos, designs, and promotions for the implementation of creative strategies to communicate with internal and external audiences.
2. Design and create print publications, posters, brochures, and graphics for promotion of Residence Life programs, activities, and services.
3. Proofread communication materials, and make recommendations for content.
4. Assist in the management of web site content.
5. Assist with taking photos and video, and organization and archival of footage and images. Attend campus events for the purpose of taking photos and video with social media and web site.
6. Contribute to and participate in script writing for video advertisements, print advertisements, photo captions, and other social media content.
7. Attend and participate in committee and project meetings – providing feedback, making recommendations, preparing correspondence, collecting information, and taking meeting minutes, as needed.
8. Ensure that all project materials are kept organized and accessible to appropriate staff throughout the project timeline and are properly documented and archived at the completion of the project.
9. Use all appropriate electronic tools, programs, and office equipment necessary to achieve project responsibilities – document schedules, maintain items on the media shared drive, and create recommendations for future marketing initiatives as needed and requested.
10. Other duties related to projects, programs, and other business initiatives, as assigned.

Knowledge, Skills, and Abilities

1. A working knowledge of InDesign, Photoshop, Adobe Illustrator and/or other desktop publishing software is required. Competency with Microsoft Windows based applications including Outlook, Excel, and Word preferred.

2. Excellent interpersonal skills, ability to communicate and collaborate with staff and students.
3. Strong written communication skills; proofreading and grammar skills.
4. Ability to establish and maintain a network of relationships with staff and students.
5. Capacity to be creative, deadline-driven, innovative, and resourceful in the position.
6. Excellent attention to detail, organizational skills, and ability to meet project deadlines.
7. Capacity to provide project support and assist with project development
8. Ability to work independently, with great attention to detail, while maintaining the commitment to working as part of a team
9. The ability to maintain confidentiality, to exercise sound judgment, to provide recommendations, and to solve problems
10. Maintain full-time student status with a minimum of 2.0 GPA, semester and cumulative. Each student staff member will be expected to complete a Staff Grade Inquiry Form during the fall and spring semesters. Forms will be provided by supervisory staff a minimum of 2 weeks prior to the submission deadline. Student staff members who drop below the 2.0 minimum standard for semester or cumulative, may be released from their position or placed on employment probation.
11. This position is a year-round position. Work hours will be scheduled during normal business hours, Monday-Friday, 8:00 a.m. – 4:30 p.m. with up to 25 hours during the academic year and 40 hours per week during the summer months in accordance with the UW-Green Bay Student Payroll schedule.
12. Satisfactory criminal background check is required

Compensation

This position offers a competitive hourly wage of \$11.50 per hour during the summer months, up to 40 hours per week and \$11.50 per hour up to 25 hours per week during the academic year. This position offers an opportunity for internship credit (not required, please see your advisor).

Other Requirements

While performing the duties of this position the employee must, with or without accommodations for a disability, be able to work in an office setting using standard office equipment, such as photocopier, fax machine, printer and telephone. Must be able to converse in person and by telephone, and to read printed materials and a computer screen. Must have the ability to travel to other locations to provide coverage to events, take photographs, and to attend meetings.