Media Communications Specialist (Graphic Designer)
Illini Union-Operations
University of Illinois at Urbana-Champaign

Illinois is a world leader in research, teaching, and public engagement. We serve the state, the nation, and the world by creating knowledge, preparing students for lives of impact, and addressing critical societal needs through the transfer and application of knowledge. Illinois is the place where we embrace difference. We embrace it because we value it. Illinois is especially interested in candidates who can contribute, through their research, teaching, and/or service, to the diversity and excellence of the Illinois community.

PRIMARY FUNCTION:
Strategize, create, and design educational, informational and promotional print publications, digital assets, advertisements, and other printed material for the Illini Union and Student Affairs.

DUTIES AND RESPONSIBILITIES:
• Designs and creates marketing materials for clients as needed – both printed and electronic media. Responsible for art direction of marketing and campaign materials for assigned clients. Print media includes brochures, calendars, ads, banners, etc. Electronic media includes digital ads, social media graphics, motion graphics, and website graphics.
• Helps research, create, and execute strategic marketing campaigns designed to increase brand awareness of the Illini Union and to increase traffic to retail operations and student programming events.
• Maintains level of knowledge pertaining to graphic design and marketing in an effort to keep up with most current trends and techniques.
• Meets with clients on a consistent basis; prepares and gives status updates to clients and both in-house and for other departments.
• Assists in training and supervising student designers, providing guidance in their education and experiential development as graphic designers.
• Performs other duties and responsibilities as assigned.

QUALIFICATIONS
Required:
1. Any one or any combination that equals thirty-six (36) months from the categories below:
   (a) credit for progressively more advanced college or art-school course work that would lead to a major in graphic/visual arts communication and/or design
   • 60 semester hours equals 12 months
   • 90 semester hours equals 24 months
   • 120 semester hours or a Bachelor’s Degree equals 36 months
   (b) work experience and/or on-the-job training that provided a knowledge of progressively more advanced, generally accepted principles, theories, practices, and methods used in graphic designs and their applications to visual communications problems that are/is comparable to the training provided in the programs such as graphic/visual arts communication and/or design

2. Twenty-Four (24) months of graphic design experience comparable to that performed at the Graphic Designer Associate level of this series

Preferred:
Masters degree preferred

Successful Candidates will have:
Strategic marketing planning experience a plus. Strong communication skills and the ability to work as part of a professional team. Demonstrated ability to work with diverse students and staff. Ability to multi-task by handling multiple projects simultaneously and meet concurrent deadlines is a must.

Knowledge, Skills and Abilities:
Working knowledge of all equipment as well as the design and production techniques performed on each machine. An awareness of current trends in design and production should be maintained. Expertise in Adobe Creative Suite (Illustrator, Photoshop, InDesign). Expertise in a Macintosh desktop publishing environment is essential.
Environmental Demands:
This position requires mobility and manual dexterity.

**SALARY AND APPOINTMENT INFORMATION**
Civil Service
This is a full-time Civil Service Graphic Designer position appointed on a 12-month service basis. The expected start date is as soon as possible after **February 26**. Salary is commensurate with experience.

**To Apply:**
Applications must be received by **February 26, 2019**. Apply for this position using the “Apply for Position” button below. If you have not applied before, you must create your candidate profile at [http://jobs.illinois.edu](http://jobs.illinois.edu). If you already have a profile, you will be redirected to that existing profile via email notification. To complete the application process:

1. Submit the Staff Vacancy Application.
2. Submit the Voluntary Self-Identification of Disability forms.
3. Upload your **cover letter**, **resume** (months and years of employment must be included), **portfolio of work** (or links to an online portfolio) and **academic credentials** (unofficial transcripts or diploma may be acceptable) and names/contact information for three references.

In order to be considered as a transfer candidate, you must apply for this position using the “Apply for Position” button below. Applications not submitted through this website will not be considered. For further information about this specific position, contact Matthew Macaraeg 217-300-7443. For questions about the application process, please contact 217-333-2137.

The University of Illinois conducts criminal background checks on all job candidates upon acceptance of a contingent offer.

The University of Illinois is an Equal Opportunity, Affirmative Action employer. Minorities, women, veterans and individuals with disabilities are encouraged to apply. For more information, visit [http://go.illinois.edu/EEO](http://go.illinois.edu/EEO). To learn more about the University’s commitment to diversity, please visit [http://www.inclusiveillinois.illinois.edu](http://www.inclusiveillinois.illinois.edu).

**College Name or Administrative Unit:** Illini Union

**Category:** Technical

**Title:** Media Communications Specialist - Illini Union Marketing Department (Graphic Designer) (109102)

**Open Date:** 02/06/2019

**Close Date:** 02/26/2019

**Organization Name:** Illini Union-Oper