



## Job Description: Designer/Marketing Specialist

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Exempt (Y/N):	Yes
Supervisor:	Senior Vice President for Strategic Marketing & Communications
Position:	Full-time, Remote

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**ESSENTIAL DUTIES AND RESPONSIBILITIES WILL INCLUDE THE CREATION OF CAMPAIGN VISUALS AND ASSETS WHICH WILL DRIVE ENROLLMENT ACTIVITY FOR OUR HIGHER ED PARTNER INSTITUTIONS. MUST BE A SKILLED GRAPHIC DESIGNER WITH EXPERIENCE IN MARKETING.**

### Job Responsibilities

- Provide a leading role in campaign creation, visual assets, and graphics to develop enrollment marketing campaigns for our partner institutions. Campaigns must be able to tell the story of the college or university in an authentic and compelling way and that can span across multiple mediums (print, web, email, and digital).
- This role will work closely alongside a team of other creatives (senior creative marketing specialists, web developer, copywriter) in developing cohesive, cross-channel marketing campaigns.
- Development of clear, thoughtful, and innovative design strategies that meet organizational objectives.
- Ability to design beyond generic styles and structures in favor of campaigns that are meant to stand out and “move” audiences to action.
- Ensuring consistency and accuracy across all campaigns, meeting CHE’s quality standards and reflecting the institution’s brand standards.
- Representation as design lead in client meetings, demonstrating professionalism, clarity, and confidence.
- Ability to raise red flags where appropriate, problem solve, and take full ownership of projects.
- Must have the ability to communicate and work well with higher ed professionals at varying levels (i.e. president, vice-presidents, directors, marketing, and other creative staff).
- Assisting the Senior VP of Strategic Marketing & Communications with other marketing and communication projects as needed.

### QUALIFICATION REQUIREMENTS:

The responsibilities listed are representative of the knowledge, skills, and/or abilities required, and the individual must be able to perform each essential duty satisfactorily. The Creative Marketing Specialist must be detail-oriented, organized, and have a robust background in design. Familiarity with higher education enrollment and/or marketing is a plus. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.

### EDUCATION AND/OR EXPERIENCE:

- A Bachelor’s degree in graphic design or a similar field from an accredited institution or comparable experience is required.
- At least 5 years in graphic design experience is required.
- Marketing knowledge and/or experience is required.
- Proficiency in Adobe Creative Suite is required.

- Print production knowledge is required. The applicant will prepare art files for print production and work with pre-press to adjust and correct files to optimum print specs.
- Experience in higher education is a plus.
- Web design abilities (including some knowledge of HTML, Javascript, and CSS) are a plus.

**OTHER SKILLS AND ABILITIES:**

- **Organization:** Ability to prioritize tasks for self and for others, and ability to follow through and maintain a schedule.
- **Time Management:** Ability to prioritize work based on project deadlines. Ability to manage your own timelines while working remotely.
- **Communication:** Excellent interpersonal and communication skills, both with clients and with colleagues.
- **Multitasking:** Ability to manage multiple projects in different stages of development at one time.
- **Initiative:** Possess the ability and confidence to work independently, to keep projects moving towards completion without constant supervision.
- **Innovation:** Always thinking of ways to improve the product or process. Not afraid to try new ideas. Open to new ideas and to trying new ways of doing things.
- **Team Player:** Contribute to a harmonious working environment. Mindful of the whole and recognize that we're strongest as a team that supports one another.

**DEMONSTRATION OF DESIGN ABILITIES:**

A portfolio or samples of previous design work will be required showcasing your experience, style, and range.