Job Vacancy Notice

Job Title: Communications Publications Design Specialist
Job ID: 18887
Location: CUNY School of Law
Full/Part Time: Full-Time
Regular/Temporary: Regular

POSITION DETAILS

CUNY School of Law is seeking a proactive, creative, and multi-disciplinary Publications Design Specialist to join our nimble and passionate creative team. You will have a key stake in creating digital assets to advance the law school’s brand and mission, executing on a variety of multi-media content. As a member of the Communications and Marketing team, this key role must balance creativity with efficiency and not be afraid to share bold ideas.

The Design Specialist must be able to work both collaboratively and independently, and have experience conceptualizing and refining creative briefs.

The selected candidate will have experience supporting and executing a wide range of projects, including visual identities, websites, event collateral and concept design, social media content components, email campaigns, collateral materials, layout design, and interactive design.

This position will also assist with production and maintenance for the Law School's various websites and digital platforms, utilizing the university's content management system, Adobe Creative Suite, Word Press, CSS, and HTML.

The Design Specialist will have a high impact on key areas of engagement with the law school’s most important audiences: prospective students, alumni, and thought leaders in social justice and public interest advocacy. This requires skilled experience in print and digital marketing design.

The duties and responsibilities of the position include:
- Work directly with the Communications Manager and team in amplifying messaging and content across an array of channels to engage internal (students, faculty and staff) and external audiences (alumni, donors, public interest legal community, CUNY)
- In collaboration with the Communications Manager, ideate and iterate advertorials, inserts and brochures, branded swag, event signage and invitations, and other marketing materials
- Produce emails, on-site assets, digital ads, print collateral, materials for press and partners, as well as internal and external presentations
- Create, organize and maintain a digital asset library for use of graphics and photos
- Provide ongoing content management and performance reporting (inbound links, Google Analytics, quality assurance and brand compliance)
- Support development of website updates and new digital projects
- Maintain clear communication with team members via email and Slack
- Maintain and evolve graphic and brand standards for CUNY Law
- Collaborate with the creative team on various projects in a fast-paced environment
- Uphold a quality of work standard that effectively advances the public image and mission of CUNY School of Law

May be required to work occasional evenings and/or weekends to assist with special events.
QUALIFICATIONS
Bachelor's Degree and four years' related experience required.

OTHER QUALIFICATIONS
Strong design skills coupled with technical capability with Adobe Creative Suite, Word Press, CSS, and HTML. The individual hired for this position will need excellent English skills and ability to proofread his or her work for accuracy. Ability to learn new technologies quickly and accurately is preferred, as are an agile mind and a desire to learn. Ideally the candidate should have experience working in an educational or not-for-profit setting.

CUNY TITLE OVERVIEW
Provides design and production expertise for College publications, written materials, and multi-media communications.

- Works with department and other College administrators to assess departmental publication needs and determine appropriate production and design elements
- Participates in planning communications messages, graphic elements, and formats appropriate to client requirements
- Manages production schedules and budgets, coordinating production activities with internal and external personnel
- Plans and implements on-line and multimedia communications, coordinating with Information Technology professionals as needed
- Supervises staff both creative and production staff; works with College print shop, computer center, and other departments to ensure support of college publication needs
- May oversee equipment inventories and coordinate maintenance of specialized equipment and technology
- Develops production workflows, policies and standards, and assures adherence to any internal or external communications standards
- Performs related duties as assigned.

Job Title Name: Communications Publications Design Specialist

CUNY TITLE
Higher Education Assistant

FLSA
Exempt

COMPENSATION AND BENEFITS
Salary commensurate with education and experience.

CUNY's benefits contribute significantly to total compensation, supporting health and wellness, financial well-being, and professional development. We offer a range of health plans, competitive retirement/pension benefits and savings plans, tuition waivers for CUNY graduate study and generous paid time off. Our staff also benefits from the extensive academic, arts, and athletic programs on our campuses and the opportunity to participate in a lively, diverse academic community in one of the greatest cities in the world.

HOW TO APPLY
To apply, go to www.cuny.edu, access the employment page, log in or create a new user account, and search for this vacancy using the Job ID or Title. Select "Apply Now" and provide the requested information.

**CLOSING DATE**
Accepting resumes through July 5, 2018

**JOB SEARCH CATEGORY**
CUNY Job Posting: Managerial/Professional

**EQUAL EMPLOYMENT OPPORTUNITY**
CUNY encourages people with disabilities, minorities, veterans and women to apply. At CUNY, Italian Americans are also included among our protected groups. Applicants and employees will not be discriminated against on the basis of any legally protected category, including sexual orientation or gender identity. EEO/AA/Vet/Disability Employer.