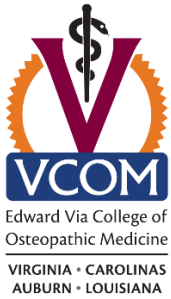


Position Description



Job Title: Communications Graphic Designer	
Department: Communications, Marketing, Website & Publications	Date: April 2024
FLSA: Non-exempt	Work Location: Louisiana Campus
Employee Category: Classified Staff	Work Schedule: M-F, 8:00am – 5:00pm
Reports to: Vice President for Communications, Marketing, Website and Publications	Percent Employment: 100%
Direct Reports: N/A	

I. Job Summary:

This is a hands-on entry level graphic design position in a small team. To be considered, a candidate must have excellent graphic design skills, social media management, video and video editing experience, print production expertise, digital photography, marketing, editing and organizational skills. This position requires a dynamic personality and team attitude with skills to work with many different departments and individuals across the college and under tight deadlines. This is an on-campus position; candidate must live in or relocate to the Monroe, Louisiana, area. A portfolio of work examples either online or in PDFs is required for a candidate to be considered for this position.

This position will assist the Vice President for Communications and work closely with the Louisiana Director for Communications Marketing, Website and Publications with marketing projects including web and social media, print publications and advertising to promote the VCOM brand and mission and develop and execute marketing strategies for the organization.

II. Job Duties:

1. Concept, design and production of VCOM and affiliate branded communication projects such as development materials, admissions or promotional materials and collateral, publications and advertising, as required.
2. Assist with social media management as assigned; create graphics, research latest trends in social media and develop strategies for engaging audiences within social media platforms.
3. Serve as one of the primary campus photographers for the college, taking digital photos for campus and community events. (events often take place evenings, after work hours and occasionally on weekends.) Edit photos and video footage.
4. Produce videos to promote VCOM's brand, programs and events; research latest trends in multimedia messaging.
5. Organize and archive images, video and print files on network storage drives.
6. Assist with website content management as assigned, including development of graphics.
7. Work collaboratively with the VCOM-Louisiana Director for Communications, Marketing, Website and Publications, with support for functions and events associated with development, recruitment and college activities as assigned.
8. Perform other duties as assigned.

III. **Required Qualifications:**

- Education: A bachelor's degree in communications, graphic design, visual media or a related field is required.
- Licensure or certification: N/A
- Experience: Two or more years of experience in graphic design, social media, publishing and photography is desired for the successful candidate. Recent graduates are encouraged to apply.

Skills required for this position include:

- A high level of proficiency with the Adobe Creative Cloud applications (InDesign, Illustrator, Photoshop, Lightroom, Premiere Pro and Acrobat Pro, etc.), and the Microsoft Office Suite.
- Demonstrated graphic design and print production expertise.
- Proficiency with digital camera and photography, and experience with videography or related equipment.
- Experience with creating content and managing multiple social media accounts, web content and graphics management.
- Ability to work well in a team environment.
- Ability to multi-task, and strong project management skills are highly valued.
- Expertise in visual storytelling, including photo/video production, and post-production.
- Commitment to VCOM's mission and values.
- Professional appearance and demeanor, along with a customer service-focused attitude, to deliver quality service to numerous clients across the College.

Prior work experience in healthcare or academic environments is a plus, but not necessary to be considered for this position.

Successful candidate will be subject to a criminal history background check.

Regular, reliable or predictable attendance is an essential function of the job.

- IV. **Working Conditions and Efforts:** The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The position requires a rapid pace, some days with long hours to meet expectations, long distance driving to rural sites, and the ability to organize, interpret, and utilize a large volume of information.

Physical demands: While performing the duties of this job, the employee is required to ambulate (may be with use of assisted devices); sit, stand (or accommodate for standing); use hands and vision for teaching; use office equipment such as computers; speak to large and small groups of individuals for teaching; perform moderate telephone and poly-com communication/usage; occasionally be required to lift and/or move up to 50 pounds; drive distances up to five hours or to fly on occasion to other campuses or meetings.

Work environment: Office environment. Outside travel required 0% to 5% of time. The noise level in the work environment is usually minimal, however the reception area with frequent visitors, phone calls and discussions may be distracting.

This position is classified as a non-exempt position because it does not require that the candidate/employee exercise independent judgement and discretion regarding matters of significance.

Employment with VCOM is “at-will”. This means employment is for an indefinite period of time and it is subject to termination by the employee or by VCOM, with or without cause, with or without notice, and at any time. Nothing in this position description or any other policy of VCOM shall be interpreted to be in conflict with or to eliminate or modify in any way, the “at-will” employment status of VCOM employees.

- V. **VCOM Core Values:** The employee is expected to adhere to all VCOM policies. As the environment is a professional college, VCOM faculty / staff are expected to dress and behave in a professional manner at work. VCOM faculty / staff are expected as VCOM employees, to be a person who obeys all laws and professional expectations of an upstanding citizen of the community. VCOM expects all employees to maintain a positive attitude in all working relationships with all VCOM departments, employees, medical students, prospective medical students, interns, and residents and to treat all other engaged in the duties of the employment, with mutual respect.

I am notified that the College is an equal opportunity employer and does not discriminate on the basis of age, sex, sexual orientation, ethnicity, religion, or disability.

I have been made aware of the College’s most recent campus safety report, the location of the college policies and procedures document, and the appropriate handbook for my position. I recognize my responsibility to be aware of the policies and procedures and I am in agreement to follow the policies and procedures as written.

I have read and understand this explanation and job description. I also understand that the job duties and description or the existence of the need for the position may be changed at any time as required by the College where growth of the institution or change in direction for the institution may change the duties of my department or the need for the position.

Employee Signature: _____ Date: _____

Approvals:

Division Officer: _____ Date: _____

Immediate Supervisor: _____ Date: _____

President/Provost: _____ Date: _____