



Position Description

Job Title: Communications Graphic Designer	
Department: Communications, Marketing, Website & Publications	Date: January 2026
FLSA: Non-exempt	Work Location: Auburn 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	

Job Summary

The Communications Graphic Designer is a hands-on creative professional responsible for designing high-quality visual materials that support and advance VCOM's brand, mission, and strategic goals. This role is an in-house position (not remote) and works collaboratively within a small communications team, producing graphic design, photography, and digital content for print, web, and social media platforms.

The ideal candidate is a strong designer with print production experience, an eye for visual storytelling, video and photography, and the ability to manage multiple projects under tight deadlines. This position requires collaboration with departments across the college and a flexible, team-oriented approach. A portfolio of design work (digital or PDF) is required.

I. Job Duties and Responsibilities

Graphic Design

- Conceptualize, design, and produce branded print and digital marketing materials such as brochures, publications, posters, ads, event materials, development and admissions collateral, and promotional pieces as approved by division leadership. Work with the campus Director and division leadership in determining priorities for campus projects.
- Collaborate with departments across the college with a team-oriented approach for approved projects.
- Ensure visual consistency with institutional branding guidelines across all projects.
- Prepare files for print production and work with vendors as needed.
- Support marketing campaigns by creating creative assets for marketing, advertising, and digital communications.

Photography

- Serve as one of the primary campus marketing photographers, capturing high-quality images of campus life, events, academic activities, and community engagement.
- Edit, retouch, and optimize photos for print and digital use.
- Organize, archive, and maintain photo assets on shared network storage.
- Events may occur during evenings or weekends, as needed.

Social Media

- Assist with social media management as assigned, including content planning and implementation.
- Create original graphics and visual assets for institutional social media platforms.
- Stay informed of current social media trends and recommend creative approaches for engaging audiences during planning meetings.
- Collaborate with division communications staff to support storytelling initiatives through visuals.

Other Duties

- Collaborate closely with the division leadership and the Auburn Director for Communications and Marketing on projects supporting development, recruitment, and college initiatives as approved.
- Produce basic video or multimedia content as needed or assigned in collaboration with the Director for Multimedia Projects, who will be providing direction and approval of all video or motion graphics.
- Assist with organizing and maintaining digital assets, including images, videos, and design files.
- Perform other duties as assigned, in support of departmental and institutional goals.

II. Required Qualifications

- Education: Bachelor's degree in communications, graphic design, visual media, or a related field.
- Licensure or certification: N/A
- Entry-level candidates with strong portfolios and demonstrated skills will be considered.
- A portfolio of design work (digital or PDF) is required to be considered.

Skills required for this position include:

- A high level of proficiency with the Adobe Creative Cloud applications (InDesign, Illustrator, Photoshop, (Lightroom and Premiere not required, but are a plus), and the Microsoft Office Suite.
- Demonstrated graphic design and print production expertise
- Proficiency with digital camera and photography. Experience with videography or related equipment is not required but are considered a plus.
- Experience with creating content, graphics and managing multiple social media accounts.
- Ability to work well in a team environment
- Ability to multi-task, and strong project management skills are highly valued
- Commitment to the organization's mission and values
- Professional appearance and demeanor, along with a customer service-focused attitude, to deliver quality service to numerous clients across the organization.

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.

III. **Working Conditions and Efforts: 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 for an extended time while performing photography (or accommodate for standing); use hands and vision for job duties; use office equipment such as computers; perform moderate telephone and Teams or Zoom 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 and includes campus educational facilities and off campus events. Outside travel required 0% to 5% of time. The noise level in the work environment is usually minimal, however the fast-paced environment during outside of office events can be noisy.

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.

IV. **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.