To apply for this position, access UNCW's job seeker site (https://jobs.uncw.edu/), search for the position, and click the Create Application link.

**Working Title:** Graphic Design and Marketing Specialist

**Job Title:** Visual Arts Specialist

**Job Category:** Marketing & Communications

**Position Number:** 007819

**Summary of Position:**
The Graphic Design and Marketing Specialist is responsible for the visual branding and marketing of Randall Library through the production of signs, flyers, brochures, posters, web graphics, digital signage and other print and Web-based products as identified. The position works collaboratively with the entire library organization to identify, assess, and prioritize marketing and design needs and solutions. The position is responsible for all phases of creative development including graphic and web design, production, photography, and printing activities, and actively participates in the planning and dissemination of library news and information through print, web, digital and social media outlets.

**Minimum Required Knowledge, Skills, and Abilities:**
Graduation from high school and two years of visual/graphic arts experience that provides the knowledge, skills and abilities needed in the area of assignment; or an equivalent combination of training and experience.

**Knowledge, Skills and Abilities:**
Must demonstrate the ability to work collaboratively with library faculty and staff to identify, assess, prioritize, and guide graphic design and marketing needs as well as the ability to develop and sustain productive working relationships.

Must be able to advise library faculty and staff on best practices for marketing, branding, design and print production.

Must be able to juggle multiple projects, work independently and in some cases, work with tight
deadlines.

Must be self-motivated, demonstrating keen attention to detail and exceptional follow-up on assignments.

Must demonstrate knowledge of the methods, practices, and techniques of marketing and community relations.

Must be able to provide strategic and creative insight regarding emerging new technologies and new online media in relation to the library's target audiences.

Must demonstrate knowledge of design processes, including but not limited to page layout, image manipulation, print production and digital pre-press requirements.

Must have knowledge of appropriate settings for web optimization and various file formats, including psd, pdf, jpg, gif etc.

**Preferred Qualifications:**
Previous experience working in an academic library.

Experience with Adobe Flash production.

Experience preparing design files for third party production and coordinating their delivery.

**Work Hours:** 8 am – 5 pm

**Work Days:** Monday - Friday

**Hours Per Week:** 40

**Months Per Year:** 12 months

**New Hire Appointment Status:** Permanent

**Minimum of Salary Range:** $26,444

**Max. Salary Advertised:** $26,761 - $48,300

**Anticipated Hiring Range:** $39,500 - $48,300
Salary Grade Equivalency: 65

Business need for career banded position: Journey

Special Instructions to Applicants:

PLEASE NOTE: You will be required to attach a cover letter and resume to successfully apply for this position.

You may be required to provide samples of your work if you are selected for an interview.

To receive full consideration, please be sure you have completed the 'Work History' section of the application before you apply for this position.

This position is being recruited at the Journey Level. If no applicants apply who meet the required competency and training & experience requirements, then management may consider other applicants. Salary would be determined based on competencies, equity, budget, and market considerations.

Position FLSA: Subject to Overtime

Job Posting Date: 08-17-2012

Job Closing Date: 08-31-2012