

## SOUTHWESTERN COMMUNITY COLLEGE DISTRICT

### CREATIVE DESIGNER AND SPECIAL EVENTS COORDINATOR

RANGE: 32

#### DISTRICT VALUES

Incumbents in District positions are expected to exhibit an equity-minded focus, responsiveness, and sensitivity to and understanding of the diverse academic, socioeconomic, cultural, gender identity, sexual orientation, and ethnic backgrounds of community college students, and employees, including those with physical or learning disabilities, and successfully foster and support an inclusive educational and employment environment.

#### SUMMARY DESCRIPTION

Under the direction of the Public Information Officer/Director of Marketing and Communications, perform a variety of duties related to graphic and environmental design, creative direction and strategic creative vision for district-wide marketing, promotional materials, and special events. Serve as principal graphic designer in the development, design, and coordination of college publications and marketing materials including College catalog, class schedules, annual reports, logos, signage and web graphics, vehicle/wall wraps, banners, and additional materials for external and internal audiences. Develop, maintain, and provide specialized information for the college visual identity, brand guidelines and standards. Provide creative direction and support, coordination, execution, and implementation of district-wide events including, but not limited to grand openings, legacy events, annual events, employee recognitions, festivals, community engagement events, program, and department celebrations.

#### REPRESENTATIVE DUTIES

*The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.*

1. Coordinate, design and produce a wide variety of printed materials and select digital media including but not limited to: College catalog, Academic and Continuing Education class schedules, accreditation reports, annual reports, guidebooks, ceremonial programs, brochures, special event collateral, e-publications, zoom backgrounds, and presentations. **E**
2. Determine project timelines and workloads, developing strategies to ensure projects are completed on time during periods of competing priorities.
3. Execute graphic design and special event requests from concept to completion of project.
4. Provide strategic creative vision, art direction and foundational guidance for the production and execution of college-wide communications, marketing materials, publications, and special events.
5. Consult with members of the communications team in the execution of digital media projects.
6. Work collaboratively with departments, schools, centers, student organizations/clubs and consultants in the planning, development, design and execution of district wide environmental design, marketing materials and event needs; ensure application and execution of projects are in-line with district visual identity and branding guidelines.
7. Execute production and vendor coordination for installation of environmental design and large-scale requests including glass and wall graphics, signage, maps, dedication plaques, donor recognition walls.
8. Assist in the overall production of specialized and original graphics for use by various campus agencies. **E**
9. Develop and maintain visual identity and brand guidelines; ensure visual and brand guidelines and standards are met across projects and multiple platforms.

**SOUTHWESTERN COMMUNITY COLLEGE DISTRICT**  
**Creative Designer and Special Events Coordinator (Continued)**

10. Develop effective strategies to educate and inform internal and external stakeholders on brand standards, promoting visual and identity guidelines, and ensuring guidelines are up-to-date and responsive to district needs including but not limited to: marketing materials, signage/wayfinding; departments, schools, student organization and clubs; environmental graphics; retail/licensed products.
11. Provide direct support for college-wide special events, initiatives, institutional goals, Superintendent/President goals and Governing Board goals. Support and work collaboratively and closely with the Office of the Superintendent/President; Southwestern College Foundation; Office of Equity and Engagement; college wide Assistant/Superintendents and Vice Presidents; Campus Enterprise Services and Civic Center Leasing.
12. Align creative direction and execution with District Mission, Visions and Values with a focus on providing equitable and inclusive support to all constituent groups, employees, students, and individuals.
13. Demonstrate and exhibit a strong work ethic and execution centered around equity, diversity, and inclusion. Exhibit an equity-minded focus, responsiveness, and sensitivity to and understanding of academic diversity; socioeconomic, ethnic, and cultural backgrounds; language barriers; gender identity and sexual orientation; physical or learning disabilities of students, employees, campus community and external community. Foster and nurture inclusive and equitable support; provide creative direction, insight, and solutions to meet the needs of others with an equity, inclusive driven approach.
14. Proofread, edit, provide feedback, content and creative direction for written materials including College publications, special event collateral and departmental visual identity and brand guidelines. **E**
15. Develop and maintain budgets and production schedules for print projects, and event objectives. Research creative solutions and opportunities for institutional cost-savings. **E**
16. Assist in or contribute to the planning, coordination, development, and implementation of long-range and short term departmental and institutional goals.
17. Develop college publication standards, processes, production checklists, timelines, and printing specifications; maintain production logs, historical files, and publication archives. **E**
18. Coordinate inventory for anticipated district-wide needs for: publications, marketing materials, signage, promotional items, special event supplies and décor. **E**
19. Establish contacts and build vendor relations; obtain estimates; negotiate and purchase services from a wide range of vendors including printers, promotional product vendors; special event, audio, visual, DJ and entertainment services; photographers and creative professionals. Coordinate with staff and external photographers to guide photo shoots needed for print and digital projects. **E**
20. Schedule meetings with faculty, staff, leadership, and committees. **E**
21. Participates, supports, contributes to, and serves on district committees.
22. Coordinate the production of various district print and e-communications including college newsletters, reports, presentations, and invitations. **E**
23. Advise and assist with community engagement and community outreach initiatives.
24. Assist in the development of departmental budget. **E**
25. Train and provide work direction and guidance to student workers, hourly employees, and interns as assigned. **E**
26. Plan, organize, and assist in the presentation of technical assistance sessions with faculty, staff, and students in the development of communication materials designed for both on and off-campus audiences. **E**
27. Contribute to and edit content and graphics for the College Website.
28. Perform related duties and responsibilities as required.

## **KNOWLEDGE AND ABILITIES**

### **Knowledge of:**

- Principles of publication creation, design, and production including printing specification, design and pre-press management, and schedule and cost control.
- Strong interpersonal and communication skills and the ability to work effectively with a wide range of diverse groups.
- Knowledge and understanding of event planning principles, requirements, procedures, creative supply, and event resources; Principles of budget development and management.
- Fluency and knowledge of development, execution and creative conceptualization for event decorations, floral arrangements, props, parade requirements, community, and vendor engagement relations.
- Techniques of preparing, producing, and disseminating information using major communication media.
- Principles and techniques of desktop publishing and graphic standards.
- Fluency in technical aspects of field to include thorough knowledge and demonstrated use of design applications including Adobe Creative Suite (InDesign; Photoshop, Illustrator, Acrobat Pro DC, After Effects, Premiere Pro; iMovie); demonstrated ability and proficiency to create and design materials from scratch without the need of templates.
- Fluency and understanding of template development and design applications including Canva; MailChimp; and project management software for the purpose of creating templates for external use by college-wide users.
- Understanding of computer graphic equipment, technical requirements of Mac and PC computers.
- Principles and procedures of record keeping.
- Oral and written communication skills.
- Correct English usage, grammar, spelling, punctuation, and vocabulary.
- Principles of budget development and management.

### **Ability to:**

- Participate in the development, design, and production of a variety of publications including the College catalog, class schedules, and other publications.
- Design, develop, and produce material using current state-of-the-art concepts and equipment.
- Operate a variety of office equipment including computers and peripheral equipment properly and efficiently.
- Demonstrate creative thinking and attention to detail from concept to completion to delivery of projects.
- Maintain current knowledge of technological advances in the field.
- Assist in the preparation of specifications and in coordinating activities of vendors to bring projects to successful completion.
- Review and proof details for creative event support for accuracy and completeness.
- Demonstrate knowledge in the planning, coordination, logistical requirements, execution, creative direction, and implementation of special events.
- Research, analyze and interpret specifications, standards, procedures, and techniques for areas of design, printing, events, environmental graphic design, signage, fabrication, and installation.
- Maintain files and archives of publications, materials, and special event collateral.
- Perform complex and multiple tasks while prioritizing multiple projects.
- Plan, schedule and attend meetings to evaluate and consult on special events; event needs; creative coordination and timelines.
- Train and provide work direction to others.

**SOUTHWESTERN COMMUNITY COLLEGE DISTRICT**  
**Creative Designer and Special Events Coordinator (Continued)**

- Understand and follow oral and written directions.
- Work independently with little or no direction.
- Work with, understand needs and exhibit sensitivity to and understanding of the diverse racial, ethnic, disabled, sexual orientation, and cultural populations of community college students.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Learn and adapt to changing technology and equipment used in the performance of assigned duties.

**EDUCATION AND EXPERIENCE**

*Any combination of training and experience which would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:*

A bachelor's degree in graphic design, marketing, or advertising; **OR** seven (7) years of relevant, professional experience in graphic design; marketing/advertising and special event coordination; proven prior experience as creative designer within the creative field; strong creative vision with broad understanding and proven experience in areas including: creative and graphic design, art and creative direction, special event coordination and execution.

**LICENSE AND OTHER REQUIREMENTS**

Possession of, ability to obtain, a valid California Driver's License by the time of appointment.

**PHYSICAL DEMANDS AND WORKING ENVIRONMENT**

*The conditions herein 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 job functions.*

**Environment:** Work is performed primarily in an office environment with moderate noise levels and interruptions; extended periods of time viewing computer monitor; regular interaction with individuals inside and outside of the district; possible exposure to dissatisfied individuals; Travel to various locations and work outside of normal business hours may be required to obtain special event supplies and materials; provide execution and event support; Indoor and outdoor working environments may be required on occasion for logistics and execution of special events and preparation of event décor and items.

**Physical:** Primary functions require dexterity of hands and fingers to operate office equipment including a computer keyboard; peripheral equipment; various specialized equipment; Execution and creation of event décor and creative event set-up; Sitting or standing for extended periods of time; Bending at the waist.

**Vision:** See in the normal visual range with or without correction.

**Hearing:** Hear in the normal audio range with or without correction.

September 2004  
*Johnson & Associates*

May 2022  
*Ralph Andersen & Associates*