



## Job Description

<b>Job Title:</b>	Special Project Designer	<b>Grade:</b>	K
<b>Department:</b>	Marketing Services	<b>FLSA:</b>	Exempt

*The incumbent in this job is expected to assist the College in achieving its vision and mission. Customer focus, college service, and a willingness to assist as needed are expectations for all employees.*

### **General Function**

Performs marketing production functions to control CPCC's brand and approves projects based on brand standards and marketing plan. Responsible for CPCC's Style Guide.

### **Characteristic Duties and Responsibilities:**

1. Administers, coordinates and prioritizes marketing production workflow through the CRMS department.
2. Provides art direction, collaborates with marketing efforts and directs staff to maximize the effectiveness of marketing services.
3. Meets with vendors and contract/freelance suppliers to coordinate workflow on behalf of CPCC clients.
4. Meets with CPCC clients to anticipate and determine marketing production needs.
5. Performs other duties as assigned.

### **Reporting Relationships:**

**Direction Received:** Reports to Assistant to the President for Community Relations and Marketing Services

**Direction Given:** Responsible for directing and monitoring the work of assigned professional and support staff

### **Minimum Requirements:**

Bachelor's degree from an accredited institution in marketing, communications, graphic design or related field and four years of progressive experience in graphic design and/or print production management; an equivalent combination of training and experience may substitute for the bachelor's degree

### **Knowledge, Skills, Abilities and Worker**

Demonstrated expertise in graphic design, print production, and project management

Ability to constructively evaluate and direct the design of other designers

Strong oral and written communication skills

Proficiency with electronic media and computer systems

Ability to represent the College to vendors and negotiate in the best interest of the College

### **Working Conditions:**

Typical office environment; infrequently lifting and carrying items up to 10 lbs.; infrequently twisting or bending at the waist or reaching overhead; infrequently traveling between buildings on campus or to other campuses; frequently listening to and talking with students, faculty and other staff members either in person or by telephone; frequently sitting at a desk or workstation using a computer display, keyboard, and mouse