The Office of Marketing & Communications tells the stories of Occidental College. We elevate the College and its mission by partnering with the campus community to chronicle the achievements of our students, faculty and alumni.

We communicate to external audiences such as prospective students, parents, institutions and media and internal audiences such as faculty, students, staff and alumni. Above all, we develop and implement effective communication strategies in order to support academic and administrative functions of the College and support the College’s mission and strategic plans.

Reporting to the associate vice president for Marketing and Communication, the graphic designer will conceptualize, design and execute visual communication across the College. The ideal candidate will possess design expertise for print, web and other digital assets. The designer will have experience in managing print production and working with internal offices and external vendors to execute projects to completion. Experience working in an environment with visual identity guidelines, and implementing refinements of guidelines is critical. The ideal candidate will have the creative vision to help the College develop compelling communication across touchpoints, and will be able to collaborate with campus partners to achieve desired objectives. Candidate will have the agility and flexibility to manage multiple projects of various scope, big and small.

The following statements are intended to describe the general nature and level of work being performed by an individual assigned to this job. Other duties may be assigned.

- Design for Printed Collateral – The designer will develop designs for various projects including, but not limited to, print projects such as brochures, annual reports, flyers, sell sheets, invitations

- Digital Design – The designer will develop digital designs for web and mobile platforms and should be familiar with responsive web design best practices.

- Champion Brand Identity Standards – Experience working with and implementing brand identity guidelines in an environment with varying levels of understanding of visual identity principles. The graphic designer must have the ability to anticipate needs of the College and evolve the identity guidelines accordingly. Most importantly, the designer must be able to conceive and produce creative that is on-strategy and achieves desired communication objectives.
Print Production – The graphic designer will be responsible for managing print projects through to final completion. Experience working with print vendors (evaluating quotes, pre-press and production, picking paper, and press check experience) and mail houses is a must.

Project management – The designer will have experience partnering and/or outsourcing work with outside design firms. Also, the designer must be able to develop appropriate project timelines and manage multiple workflows to meet agreed upon deliverables.

Creative consultant for other mediums – The designer will provide advice and direction in areas such as building signage, wayfinding, commemorative plaques, etc.

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**Required Skills & Experience**

- Bachelor’s degree required.
- 3+ years of progressively responsible experience in design; Higher education experience a plus
- Highly collaborative professional who is effective working within diverse teams – both internally within the marketing team and collaboratively with partners across the institution.
- Proven track record in managing multiple timelines and delivering results in a complex organization. Excellent organizational and time-management skills required.
- A self-starter who prides her/himself on his/her ability to take the initiative and has an entrepreneurial spirit.
- Strong customer service orientation
- Diplomatic, sensitive to organizational dynamics and demands, creative, flexible, and persuasive.
- The ideal candidate will be someone who enjoys being part of a collaborative team.

**Design/Marketing Functional Skills:**

- Proven ability designing for various forms of collateral - print, web, mobile, social, email, video
- Proficiency in Adobe creative suite required including In Design, Illustrator, and Photoshop
- Knowledge of HTML, CSS and web design a plus
- Knowledge of After Effects and Final Cut Pro a plus
- Expertise in typography a plus
- Proficiency in MS Office suite required
- Experience working with project intake or project management platforms a plus (e.g. Basecamp)
- Strong communication skills, writing and verbal

To apply, please submit a resume, portfolio and cover letter, and salary history to:

resumes@oxy.edu

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**About Occidental College**

Founded in 1887, Occidental is a nationally recognized, private college of the liberal arts and sciences, dedicated to providing a gifted and diverse group of students with a total educational experience of the highest quality -- one that prepares them for leadership in an increasingly complex, interdependent and pluralistic world.

What makes Occidental special? An intellectually rigorous academic environment. Small classroom settings where students collaborate with professors and their peers while pursuing or discovering their passion. A beautiful residential campus that offers students hands-on engagement with the cultural and
intellectual resources of Los Angeles. A community open to stimulating conversation and divergent points of view. Some 2,100 students from 46 states and 28 countries choose from 41 majors and minors and participate in one the country’s top undergraduate research programs. Oxy students routinely win top awards and fellowships; its first Rhodes Scholar was named in 1907. Dedicated to excellence and equity, Occidental also is one of the country’s most economically diverse campuses, according to the New York Times. Some 71 percent of Oxy students receive some form of financial aid; 20 percent are Pell Grant recipients; and 19 percent are the first in their family to attend college.