Director of Graphic Design and Digital Media

Job Summary

Vision Statement - The Communications Department creates, promotes and protects Carondelet’s brand and reputation as a distinguished school for young women. The Communications team is known as the most reliable source for telling compelling stories on how the school and its students live out the mission and for providing timely, accurate and engaging news and information for current and prospective families, alumnae and the greater community.

Job Overview - The Director of Graphic Design and Digital Media serves as the school’s in-house graphic designer and online media specialist, specifically serving the needs of the Advancement Team as it furthers the overall brand and mission of the school, supporting marketing and fundraising activities, and special events. This position serves as the official curator of the school’s digital identity on the web, managing Carondelet’s social media presence and manifesting search engine optimization (SEO).

Essential Skills Linked to Responsibilities

- Ability to connect projects to strategic purpose, work independently and deliver excellence
- Ability to translate individual stories into the greater strategic message and brand for public consumption
- A strategic and curious mind and an ability to see potential uses for new technology
- A lifelong learner who actively stays current on industry trends
- A creative thinker who is willing to take risks
- Ability to manage multiple projects with competing deadlines and work effectively under constant pressure
- A resourceful problem-solver who reacts quickly, with confidence and a positive attitude
- Motivated, self-started with a proactive approach who is able to work independently and with a team to meet deadlines and deliver on expectations
- An approachable personality and the ability to build relationships with all faculty/staff and members of key constituency groups
- Superior verbal and written communications skills, as well as excellent listening skills and very strong attention to detail
- Willingness to work nights, weekends and unpredictable hours as needs and deadlines require
Technical/Management/Professional Responsibilities and Accountabilities

Graphic Design

- Execute graphic design projects with a high degree of sophistication based on messaging, creative input and brand standards to further the school’s advancement objectives
- Produce professional-level graphics, images, and designs for various materials, including, print advertisements, promotional handouts, signs, direct mail pieces, flyers, newsletters, multimedia presentations (PowerPoint slide decks, etc.), website pages, social media and targeted email communications consistent with the school’s brand excellence
- Oversee and take responsibility for the professional layout and design of external publications for the Advancement team, including Communications, Development and Capital Campaign
- Prepare printing specifications, make professional recommendations, and monitor production deadlines and quality of printing projects internally and with vendor partners
- Take high-quality photos that capture the story at all major school functions as well as “daily life” pictures to post regularly to the website and social media
- Shoot and edit high-quality video for the purposes of producing admissions and other marketing videos
- Organize and maintain image and digital asset library

Content Development

- Actively seek out news and information about school- and student-related activities, events and accomplishments to create engaging content that reflects the school’s mission, vision, values and strategic messaging priorities
- Proactively publish timely updates through the website, social media, e-newsletters and other communications vehicles
- Organize, coordinate and manage multiple sources and resources to keep content fresh and engaging
- Proofread and edit materials to ensure accuracy of information and champion our brand, ensuring constancy of message, voice and tone across all channels

Website and Social Media Management

- Design, develop and maintain school website Work collaboratively with staff to manage content and appearance, keeping content fresh and relevant for all constituents
- Create and maintain a consistent visual identity through the appropriate use of fonts, formatting, icons, images and layout techniques
- Create web forms and provide data reports
- Manage event ticketing as needed for school events
- Diagnose and fix website issues in a timely manner as they arise, working with vendor’s tech team, as needed
- Partner with the Communications Director in creating and managing a social media plan that publishes audience-centric content for all social media channels and tracks to increase followers and engagement
Data Analytics

- Develop a framework and system for tracking website and social media analytics and effectiveness of SEO and use data to recommend adjustments to online strategy and communication initiatives in an effort to increase traffic and engagement with key audiences
- Monitor email bounce backs and work with Data Analysts to ensure data integrity across all platforms

Requirements

- Minimum Bachelor’s degree in graphic design or a related field with 8-10 years of relevant design experience
- Demonstrated excellence on both MAC (and PC) platforms
- Fluency in current graphic design practices, web production software and applications including, but not limited to Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat and Dreamweaver) and Microsoft Office
- Strong conceptual skills, including online experience concepts
- Superior graphic design skills, knowledge of, layout, typography, color and branding, and the ability to be creative yet conform to the organization’s established style guide
- Superior knowledge of production techniques including printing, paper and materials
- Superior photography, videography and digital image editing skills, and a keen understanding of composition
- Strong writing and editing skills with the ability to write in various voices for different audiences
- Experience with marketing, social media, online campaigns and subscription features
- Comprehensive knowledge of graphic design principles and a wide variety of media and production methods including multimedia and video
- Proficient in HTML/CSS and web design
- Excellent creativity, flexibility, and responsiveness to manage and deliver quality under changing conditions
- Capable of working fast and under very tight deadlines while still maintaining a high degree of quality and accuracy
- Must have daily access to a car and maintain current auto insurance

Physical Requirements

- Ability to lift 40 lbs.
- Ability to carry a camera and camera equipment
- Ability to stand for long periods of time
- Ability to climb up and down stairs