



GRAPHIC DESIGNER JOB DESCRIPTION

Communications Team

Created by Phillip Palacios, Director of Communications. July 2024

Job Title: Graphic Designer

Department: Communications

Reports to: Director of Communications

Status: Full-time, Benefit eligible, Non-exempt

JOB OVERVIEW

The Graphic Designer helps develop and implement the visual identity, voice, and graphic standards of Calvin Seminary. Calvin Theological Seminary has a flexible, hybrid work schedule which allows some hours of remote work.

IN THIS ROLE YOU WILL:

Create and execute visually compelling and high quality layouts and designs across print and digital media. Assist in developing and adhere to design standards and best practices to ensure that all deliverables meet the Seminary's quality expectations and reflect a high level of craftsmanship and attention to detail. Collaborate with internal stakeholders as well as external partners to deliver project requirements and objectives. Think creatively and constantly study new design trends to cultivate a solid body of work. Manage multiple projects simultaneously and handle critical deadlines effectively. Help guide the end-to-end design process, from initial design development to final execution, ensuring that all projects are delivered on time and within budget while maintaining the highest standards of quality and creativity and delivering on stakeholder goals. Think strategically to keep the user journey and audience in perspective.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:

Bachelor's degree with 1-3 years of professional graphic design experience or equivalent professional experience required. Ability to interpret stakeholder asks into graphic concepts consistent with design trends. Ability to assist stakeholders in expressing the information needed to set up a comprehensive creative brief. Proficient in Adobe Creative Suite, work management software such as Asana or Monday, and Google workspace. Have a good understanding of typography, color theory, and layout principles. Must be able to work autonomously as well as part

of a team. Good oral and written communication skills, along with soft skills. Strong attention to detail and ability to deliver high-quality work under varying timelines.

The above statements are intended to describe the general nature and level of work being performed and are not intended to be an exhaustive list of all responsibilities, duties and skills which may be required.

RESPONSIBILITIES

- Work creatively within brand guidelines and established systems to create assets that reinforce our brand's voice throughout all touch points.
- Assist in developing, maintaining, and iterating brand vision and voice across those touchpoints.
- Evaluate design requests and manage time within deadlines
- Think creatively and develop new design concepts, graphics, and layouts
- Work as part of the Communications Team and with outside vendors as necessary
- Meet work standards by following productivity, quality and customer-service standards
- Assist the Communication Team in organizational copywriting
- Grow job knowledge by participating in educational conferences and professional organizations
- Other duties as assigned to assist the work of the Communications department and Calvin Seminary.

REQUIREMENTS

- Bachelor's degree in Graphic Design, Visual Arts, UX Design or relevant field with 1-3 years of professional design work experience OR equivalent professional work experience
- Proficient with design software (Adobe Suite, Illustrator, InDesign, Photoshop, etc.)
- Compelling portfolio that must include print or digital design from professional work. Examples in photography or video are a plus.
- Strong communication skills (written and verbal), with the ability to present and communicate design ideas
- Ability to meet deadlines and collaborate with a team and clients
- Stay up to date with knowledge of Adobe Suite (e.g. Photoshop, Illustrator, InDesign)
- Knowledge in photography, shooting and editing video, UX and website design is a plus

PERSONAL INTEGRITY

This position requires a person of unquestioned personal integrity demonstrated by honesty in word and deed, supportive teamwork, and ability to keep sensitive matters confidential. Additionally, because Calvin Seminary is the denominational seminary of the Christian Reformed Church in North America, deeply rooted in the Reformed tradition, the person must be familiar with and respect the Christian Reformed Church in North America and her constituencies. A vibrant Christian faith and active church participation are essential.

PHYSICAL DEMANDS/WORK ENVIRONMENT

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The work in this position is performed within routine office conditions, usually without exposure to hazardous or unpleasant conditions. The position will also require some light lifting. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

ABOUT CALVIN THEOLOGICAL SEMINARY

Calvin Theological Seminary began in 1876 as a response to the need for highly educated pastors and leaders within the Christian Reformed Church. From the humble beginnings in an upstairs classroom, Calvin Seminary built and moved to the first campus on Franklin St. which served the Seminary and the College that started from the Seminary until 1957. The building of the Knollcrest campus set Calvin Seminary up for success and the Seminary has grown significantly from being primarily a denominational institution to serving a wider Christian community that appreciates its distinctively Reformed education. Today the Seminary continues to be a leader in excellence in theological higher learning. Between the traditional academic resident programs and the distance, cohort, and certificate training, the Seminary is a leader in changing how higher learning takes place for master's and doctoral-level programs. Our theological roots run deep, and our fruit is testament to the academic and formation excellence that impacts not just our region but the world.