

**Hamilton College
Office of Communications & Development
College Communications**

Title: Assistant Director of Visual Communications/Graphic Designer

Reports to: Senior Director of Visual Communications

Overview

The Assistant Director of Visual Communications/Graphic Designer works in the College Communications Office to design communications — both print and digital — that project a clear, consistent and positive impression of Hamilton. He/she must clearly understand and articulate, through creative and effective design, the mission, strengths and stature of the College, including its vision for liberal education. Ultimately, the Assistant Director of Visual Communications/Graphic Designer seeks to cultivate support among important College constituencies, generate pride-in-place and contribute to an attractive institutional image.

Qualifications

- Bachelor's degree in graphic arts, communications or Web design, plus at least three years of experience as a designer in a professional capacity with a diverse portfolio of print and digital samples; an equivalent combination of education and experience may be acceptable
- Demonstrated skills in creating and executing concepts and designs that effectively fulfill a communications need and achieve the desired outcome; must appreciate both internal and external factors affecting higher education, as well as important characteristics of Hamilton's diverse audiences, including their attitudes, relevant interests and needs, and level of knowledge about the College
- High level of expertise in InDesign, Photoshop and Illustrator; fluency in Acrobat Pro, Suitcase and Microsoft Word; able to demonstrate capabilities in database management (as applies to Extensis Portfolio photo database) and Web content management
- Thorough understanding of offset and digital printing processes, e.g., file preparation, spot and four-color printing, ink types, paper types and weights, and printing and binding equipment
- Basic knowledge of HTML and CSS; basic knowledge of website and responsive design
- Understanding of marketing concepts and experience with implementing integrated marketing initiatives
- Ability to work collaboratively and build professional relationships with colleagues and constituents
- Excellent problem-solving and time-management skills; must be self-motivated, organized, detail-oriented and possess the ability to handle multiple projects simultaneously and work under deadline pressure

Responsibilities

- Work closely with the Senior Director of Visual Communications and colleagues in the College Communications Office to create and implement visual communications — both print and digital — that reflect the College’s marketing objectives and standards for quality and that present a cohesive visual identity for Hamilton. Potential projects may include components of the *Hamilton Alumni Review* magazine, brochures, invitations, programs, booklets, email and website banners, graphics for the website or social media and formatting web pages.
- Participate in College Communications weekly production meetings to review assignments and report on project status
- Support the consistent implementation and continued refinement of the College’s graphic identity as defined by the *Graphic Identity Style Guide*
- Respond to requests for photos; understand and comply with creative usage guidelines
- Assist in the consistent and effective presentation of campus wayfinding, signage, plaques and special displays
- Become familiar with the *Hamilton College Editorial Style Guide* and make basic edits to supplied copy when necessary
- Work with the Production Manager to determine and prepare specifications for bid requests for print publications
- Make reasonable effort to become involved in the Hamilton community
- Attend one professional development conference, seminar or workshop every other year
- Other duties as assigned

March 18, 2015