

# VALPARAISO UNIVERSITY, HARRE UNION JOB DESCRIPTION

---

## GRAPHIC ARTIST

- Job Summary:** The Graphic Artist is responsible for the design and creation of all print publications for the Union. These marketing materials include event programming pieces, general advertising for Union services, student employment marketing pieces, and other projects as assigned.
- Core Competencies:** This position is related to the following ACUI Core Competencies: Communication, Marketing, Planning, Technology
- Supervision:** This position reports directly to the Director and Office Manager of the Union. This position also provides support to other Union Administration staff and Leadership Team members.
- Hours:** Approximately 6-15 hours per week. Hold a minimum of 3-5 office hours a week, plus miscellaneous project time.

### Qualifications:

1. The graphic artist must hold and maintain a minimum of a 2.75 cumulative GPA.
2. The graphic artist must hold at least a sophomore class standing at Valparaiso University.
3. The graphic artist must be familiar with and maintain Valparaiso University marketing and branding standards.
4. Must be in good standing with the University.
5. Creativity and understanding of the fundamental principles of graphic design and layout.
6. Familiarity with the following software: Adobe Creative Suite (Photoshop, In Design), Microsoft Office Suite, Quark Express
7. Punctual and dependable, displaying qualities needed to work within a professional environment.
8. Displays quality attention to detail and ability to prioritize and multi-task.
9. Ability to work independently with little supervision, as well as part of a team with other Union staff.
10. Effective communication skills, both written and verbal.
11. Willingness to work, learns new skills, and receives critique of creative work.
12. The graphic artist must have the ability to work weekdays, evenings and weekends and work to meet quick deadlines.

### Responsibilities:

- Develop promotional materials for all Union programming, including World Cinema Series, Union Jazz Festival, Cultural Arts Calendar, Farmers Market, etc. Promotional materials include: Newspaper Ads, Posters, Brochures, T-shirts, Table Tents, etc.
- Develop and disseminate publicity for other Union programs or services as needed.
- Develop and update brochures for the Harre Union, including general Union brochure, reservations brochure, Adworks brochure and others as needed.
- Design and update internal Union operations manuals if needed.
- Create and execute overall marketing plan for Student Employment Program at the Union.
- Attend weekly office hours and 1:1 meeting times when needed with supervisors.
- Attend all staff training and professional development events.