



Job Title: Graphic Designer

Department/ Office: Agricultural Research and Extension Communications

Reports to: Director of Agricultural Research and Extension Communications

FLSA Status: Exempt

Summary

Working within the Department of Agricultural Research and Extension Communications, the Graphic Designer is tasked with developing expert-level conceptual design solutions, executing them, and implementing them within research, initiatives, extension programming, and organizational marketing and promotion efforts. The position reports directly to the Director of Agricultural Research and Extension Communications. The West Virginia State University Research and Development Corporation employs this position.

Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Execute design projects from concept to completion, ensuring high-quality and visually appealing deliverables based on the project's scope and within a given timeframe.
- Create mood boards, storyboards, and other tools to visualize design direction and message.
- Assist researchers, program managers, and program staff in designing program materials, ads, etc.
- Coordinate and produce organizational publications, presentations, and public-facing reports for Agricultural Research and Extension.
- Provide creative input during brainstorming sessions and contribute to the overall success of the Agricultural Research and Extension Communications team.
- Stay abreast of industry trends, design techniques, and best practices to bring the team fresh and innovative ideas.
- Represent Agricultural Research and Extension at various events and functions.

Specific Duties and Responsibilities:

The position is responsible for visualizing the strategic and tactical direction the Director of Agricultural Research and Extension Communications provides into expert-level design solutions and deliverables, convincing website content, and attractive social media content. Their work attracts audiences' attention, sparks a desire to learn more, builds interest in key constituencies, convinces them to respond with action, and creates continuously impactful experiences.

Required and Desired Skills and Traits

- Proficient in Industry-Standard Design Software (e.g., Adobe Creative Suite).

- Well-versed in Typography, Establishing a Visual Hierarchy, and Expressing Brand Presence.
- Detail-Oriented With Excellent Organizational and Time-Management Skills.
- Ability To Thrive in a Collaborative, Team-Oriented Environment.
- Excellent Communication Skills, Both Verbal and Written.

Supervisory Responsibilities

This position has no supervisory responsibilities.

Competencies

1. Capability To Clarify Information, Interpret Abstract Concepts, and Visually Communicate Ideas To Diverse Audiences.
2. Expert-Level Graphic Design and Visual Communication Skills for Analog and Digital Media Use.
3. Understanding the Synergies of the Adobe Creative Suite and Their Implementation in the Department's Daily Workflow.
4. Diligence in Planning and Execution.
5. Attention to Detail and Nuance.
6. Emotional Intelligence and an Open Mind.
7. Collaborative Problem-Solver.
8. Experience in Project Management Is Useful.
9. Experience in the Public Sector Is Preferred.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. The noise level in the work environment is usually moderate. This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to perform the essential functions of this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Position Type and Expected Hours of Work

Days and hours of work are Monday through Friday, 8:30 a.m. to 5 p.m. Summer schedule is Monday through Friday, 8 a.m. to 4 p.m. However, due to the nature of the job performed, flexible hours, including evenings, weekends and occasional overnights, may be required.

Travel

Some travel may be expected for this position, including various program sites, conferences, and meetings.

Required Education and Experience: A bachelor's degree in graphic design, visual arts, or

a related field is required. In addition, the applicant must possess at least three years of experience in extension service communications or advertising/marketing agency roles. Excellent verbal and written communication skills and the ability to outline visual ideas in scribbles and illustrations.

Additional Eligibility Qualifications

Must possess a WV driver's license in good standing.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Work Authorization/Security Clearance

This position is designated as security-sensitive. Before an offer of employment is made, a pre-employment background investigation will be completed, which may include a criminal background check, educational, DMV and prior employment.

Closing Date: This position will remain open until filled. However, applicants who reply by September 30th, 2024, will receive first consideration.

To Apply

Preferred: Information is accepted as emailed in Microsoft Word or PDF format to **rdemployment@wvstateu.edu**. Qualified candidates may submit a cover letter, resume, unofficial transcript and contact information for three professional references (name, title, address, phone number, and email address).

Hard copy applications may be sent to:

ATTN: Search Committee for Graphic Designer
West Virginia State University Research and Development Corporation
PO Box 1000, 201 Byers Admin. Bldg.
Institute, WV 25112

AAP/EEO Statement

West Virginia State University is an equal opportunity affirmative action institution. No person shall be denied admission to educational program, activities or employment on the basis of any legally protected status, or be subjected to prohibited discrimination involving, but not limited to, such factors as race, color, creed, religion, national or ethnic origin, marital status, citizenship, sex, sexual orientation, gender identity or expression, age, disability, or protected veteran status.

West Virginia State University is committed to providing access, equal opportunity and reasonable accommodation for individuals with disabilities. To request disability accommodation contact: Michael Casey at (304) 766-3083.

Concerns and complaints related to bias or equal opportunity in education and in employment based on aspects of diversity protected under federal, state, and local law, or arising under Title IX should be directed to: Carolyn Stuart, EEO Officer, at (304) 204-4018.

Women, minorities, people with disabilities and veterans are encouraged to apply.