

## MIT Job Description

<b>Job Title: Graphics Production Coordinator</b>	<b>Position Title: Multimedia Graphic Designer</b>
<b>Reports to:</b> Director of Editorial and Creative Services, Office of External Relations	<b>% Effort or Wkly Hrs: 100%</b>
<b>Department:</b> <i>Office of External Relations</i> , Sloan School of Management	<b>Prepared by: Jake Berry</b>
<b>Date:</b> 8/6/18	

### **Position Overview:**

The Multimedia Graphic Designer is responsible for the design aspects of projects in print, social, email, video and web publishing. The ideal candidate will work on multiple projects across several disciplines at the same time. This position is part of the Office of External Relations staff within the Sloan School of Management and reports to the Director of Editorial and Creative Services.

### **Principal Duties and Responsibilities (Essential Functions\*\*):**

Concept development, design, layout, pre-press production and printing coordination (80%)

- Conceptualizes, designs and creates a variety of print, digital marketing and communications vehicles including direct mail campaigns, magazines, brochures, booklets, posters, invitations, advertisements and print and digital displays.
- Creates designed content for social media channels.
- Provides design feedback on email and email templates.
- Develops effective, cohesive visual concepts that look at marketing problems in a fresh and unique way.
- Delivers creative solutions that help constituents attain their strategic and functional goals.
- Reinforces results by employing data-oriented creative process during the entire project.
- Ensures that messages are effectively and consistently delivered.
- Meets highest standards for quality and accuracy under tight deadlines.
- Occasionally assists in video shoots: location scouting, filming and video capture.
- Maintains and curates a digital asset management system for photography and design content.
- Identifies, establishes and maintains relationships with external design and photography resources to supplement internal team as needed.
- Works collaboratively to bridge the spectrum between print, digital and web to ensure cohesiveness among communications vehicles.
- Assists in the management and application of guideline documents such as style guides.
- Studies the creative marketplace and helps to ensure that the MIT Sloan's creative product remains leading edge and ahead of its competition and at the same time adheres to brand standards in collaboration with Sloan Office of Communications.

Project-management (20%)

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- Consults with department colleagues to identify their graphics needs and deadlines for the project.
  - Manage projects on a day to day basis, ensuring deliverables and deadlines are met.
  - Work within preset timeline and budget.
  - Manage outside vendors.
  - Schedule meetings, create agendas and distribute meeting notes.
  - Communicate to project team the status on a regular basis.
  - Serves as a liaison between the client and printers/publishers.
  - Coordinates the printing production process to ensure quality.
  - May coordinate and lead the work of others.

### **Supervision Received:**

The Multimedia Graphic Designer will report to the Director of Editorial and Creative Services, Office of External Relations. The Multimedia Graphic Designer will work collaboratively with the Director of Editorial and Creative Services, Writer/Editor and Digital Marketing & Social Media Manager in the Office of External Relations, as well as other departments across MIT as needed. Work assignment and approval will come from the Director of Editorial and Creative Services.

### **Supervision Exercised:**

No direct reports. May monitor and coordinate the work of students and temps.

### **Qualifications & Skills:**

- Proficiency with Adobe Creative Suite; including Photoshop, Illustrator and InDesign.
- Knowledge of printing concepts and processes, including off-set and digital printing.
- Understanding of the principles of traditional and non-traditional advertising tactics and strategy as they relate to graphic design.
- Understanding of Direct Mail strategy.
- Experience designing for the web, email and social media platforms.
- The ability to manage and prioritize several creative projects at once.
- Must have the ability to work with several types of stakeholders in completing tasks and the ability to work cooperatively in a creative group setting.
- While not required, the ability to create and execute video to support the Office of External Relations programs and increase affinity with alumni and donors; including storyboarding, shooting and editing video content for website, social and electronic communications in a high-quality manner that is consistent with the school's image and brand would be preferred.
- This role requires occasional work on nights and weekends.

### **Certifications/Licenses & Minimum Requirements:**

- Bachelor's degree in a related field
- Minimum of 5 years of work experience in a related field
- During the interview process a portfolio of work will be required