

# GRAPHIC DESIGN AND SOCIAL MEDIA SPECIALIST

## Job Description

**CATEGORY:** CLERICAL  
**POSITION STATUS:** FULL-TIME  
**FLSA STATUS:** NON EXEMPT  
**SALARY CODE:** 32  
**REPORT TO:** DIRECTOR OF MULTIMEDIA  
**REVIEWED DATE:**

The incumbent in this job is expected to assist the College in achieving its vision and mission of student success and service to the community. A commitment to excellence, service, and a willingness to assist as needed are expectations for all employees.

### JOB SUMMARY

Conceptualizes and creates designs, concepts and layouts, and produces digital, video and photographic content for the College's website, print, digital and social media channels to support the marketing, advertising, public relations programs and community relations to ensure the College's community, regional, state, and national presence.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

- Conceptualizes and creates designs, concepts and layouts based on knowledge of design principles
- Develops and creates graphics for wide variety of print and online publications, illustrations, collateral materials, website, video and social media channels.
- Conceptualizes, designs, implements, and maintains innovative and cutting edge high-quality designs for print, website, collateral materials, and social media channels.
- Manages and constantly updates/monitors the College's social media channels.
- Designs digital graphics, flyers, brochures, rack cards, posters, and logos for use college-wide.
- Creates, shoots, edits and produces short videos with short timelines.
- Familiarity with design programs, such as Adobe PhotoShop, Illustrator and InDesign.
- Shoots digital photos at college-wide and community events to illustrate stories and videos, for use on social media platforms, collateral materials, marketing and advertising the College.
- Coordinates production schedules to ensure projects and assignments are delivered in a timely manner.
- Assists in the development and implementation of a comprehensive social media strategy.
- Develops brand awareness for the College's social media channels.
- Generates relevant and engaging content for all of the College's social media channels.
- Provides guidance and support to division departments to assist in the development of their social media strategies.
- Produces graphics, video and photographic content for the College's social media channels.
- Creates and publishes content across the College's multiple platforms.
- Cultivates individual relationships and partnerships that support the College's initiatives.

## **GRAPHIC DESIGN AND SOCIAL MEDIA SPECIALIST**

### **Job Description**

- Attends the workplace regularly, reports to work punctually and follows a work schedule to keep up with the demands of the worksite.
- Completes duties and responsibilities in compliance with college standards, policies and guidelines.
- Uses interpersonal skills and makes sound judgments to decide how duties and responsibilities are completed between coworkers, the supervisory chain, faculty, staff, students, and customers.
- Completes all required training and professional development sessions sponsored by the Texas Southmost College (TSC).
- Supports the values and institutional goals as defined in the College's Strategic Plan.
- Working hours may include evenings, holidays or weekends depending on deadline requirements and special events.
- Performs other duties as assigned.

#### **REQUIRED KNOWLEDGE AND SKILLS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- A strong commitment to the mission of the community college.
- Demonstrated knowledge of principles, practices and ethics of public relations; print, electronic and miscellaneous media requirements for bilingual advertising and publicity; and graphic design, type and layout for publications.
- Demonstrated relevant experience producing multimedia content.
- Working knowledge of graphic design programs, such as Adobe Photoshop, InDesign and Illustrator.
- Working knowledge of PC environments and technology trends in the marketing/public relations arena.
- Ability to supervise assigned staff and work within an established budget.
- Demonstrated excellent supervisory, administrative, communication, interpersonal and leadership skills.
- Ability to establish and maintain positive and effective working relationships with students, college employees and the public.
- Demonstrated organizational skills in handling, directing and prioritizing multiple and complex assignments and projects.
- Skill in working effectively in a team environment with a customer service focus.
- Ability to communicate with internal and external constituencies in a professional manner, including articulating the college's message with clarity and enthusiasm.
- Ability to communicate effectively, both orally and in writing; define problems, collect data, establish facts, and draw valid conclusions; and effectively present information to top management, public groups, and/or boards of directors.
- Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the community.

## **GRAPHIC DESIGN AND SOCIAL MEDIA SPECIALIST**

### **Job Description**

- Ability to work independently, manage and prioritize multiple tasks, meet deadlines and demonstrate excellent attention to detail.
- Ability to understand and synthesize complex materials in order to produce compelling content for a range of diverse audiences.
- Proficiency with use of e-mail, word processing, spreadsheet, database, and presentation software and use of the Internet.

### **REQUIRED EDUCATION AND EXPERIENCE**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the education and experience required.

- Bachelor's degree from an accredited college or university, with a concentration in Communications, graphic design, visual/media arts, or related field.
- Minimum of three (3) years of experience in graphic design, social media or related field.
- Demonstrated professional experience in graphic design.
- Experience designing for print and digital platforms.
- Demonstrated experience in content production for social media.
- Excellent written and verbal communication skills.
- Demonstrated experience in organizing, conceptualizing, and prioritizing objectives and managing a high volume of projects.

### **PREFERRED EDUCATION AND EXPERIENCE**

- Experience in graphic design, photography, and social media, with demonstrated people skills and expertise in planning, designing, production methods, and management.
- Experience working in a team-oriented environment with other content creators, designers, and editors.
- Knowledge of digital photography and ability to shoot images for multiple content platforms.
- Knowledge of Adobe Creative Suite, Photoshop, Illustrator and InDesign.
- Work with vendors/printers to obtain quotes, execute jobs, and resolve problems and disputes.
- Experience with a variety of social media platforms.

### **CERTIFICATES AND LICENSURES**

None required.

### **PHYSICAL DEMANDS**

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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to stand. The employee is occasionally required to walk; sit; use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl; talk or hear; and taste or smell. The employee must

**GRAPHIC DESIGN AND SOCIAL MEDIA SPECIALIST**  
**Job Description**

frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

**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 the essential functions. While performing the duties of this job, the employee occasionally works near moving mechanical parts and is occasionally exposed to risk of electrical shock. The noise level in the work environment is usually moderate.

---

**Disclaimer:**

The duties listed are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Are you able to perform these essential job functions with or without reasonable accommodation?

- Yes
- With Accommodations

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Direct Supervisor: \_\_\_\_\_ Date: \_\_\_\_\_

HR Representative: \_\_\_\_\_ Date: \_\_\_\_\_

**GRAPHIC DESIGN AND SOCIAL MEDIA SPECIALIST**  
**Job Description**

## Posting Specific Questions

Required fields are indicated with an asterisk (\*).

1. \*How did you hear about this employment opportunity?
  - TSC Website
  - HigherEdJobs
  - Indeed
  - LinkedIn
  - Specialty Job Board
  - Facebook
  - Work-In-Texas/ Texas Workforce Commission
  - Job Fair
  - Personal Referral
2. \*Do you have a Bachelor's degree from an accredited college or university, with a concentration in Communications, Graphic Design, visual/media arts, or related field?
  - Yes
  - No
3. \*Do you have a minimum of three (3) years of experience in graphic design, social media or related field?
  - Yes
  - No
4. \*Do you have demonstrated professional experience in graphic design?
  - Yes
  - No
5. \*Do you have experience designing for print and digital platforms?
  - Yes
  - No
6. \*Do you have demonstrated experience in content production for social media?
  - Yes
  - No
7. \*Do you have experience excellent written and verbal communication skills?
  - Yes
  - No
8. \*Do you have demonstrated experience in organizing, conceptualizing, and prioritizing objectives and managing a high volume of projects?
  - Yes
  - No
9. Do you have experience in graphic design, photography, and social media with demonstrated people skills and expertise in planning, designing, production methods, and management?
  - Yes
  - No
10. Do you have experience working in a team-oriented environment with other content

**GRAPHIC DESIGN AND SOCIAL MEDIA SPECIALIST**  
**Job Description**

creators, designers, and editors?

- Yes
- No

11. Do you have knowledge of digital photography and ability to shoot images for multiple content platforms?

- Yes
- No

12. Do you have knowledge of Adobe Creative Suite, Photoshop, Illustrator and InDesign?

- Yes
- No

13. Do you have experience working with vendors/printers to obtain quotes, execute jobs, and resolve problems and disputes?

- Yes
- No

14. Do you have experience with a variety of social media platforms?

- Yes
- No