VISUAL ARTS SPECIALIST
GRAPHIC DESIGN & DIGITAL COMMUNICATIONS SPECIALIST

Institute for Emerging Issues
Raleigh, NC (Hunt Library, Centennial Campus, NCSU)
Vacancy Type: Temporary Full-Time
Internal Transfer Only? No
Title: Visual Arts Specialist
Working Title: Graphic Design & Digital Communications Specialist
Anticipated Hiring Range: $18.50/hour
Work Schedule: M-F, 8-5

REPORTS TO: COMMUNICATIONS DIRECTOR

TARGET START DATE: July 11, 2016

DURATION OF EMPLOYMENT: temporary, full-time; three month initial assignment with possible extension and/or transition to permanent position

PRIMARY FUNCTION of the ORGANIZATIONAL UNIT:

The Institute for Emerging Issues (IEI) is a non-partisan public policy organization that exists to enhance North Carolina’s long-term prosperity. As a unit of North Carolina State University, IEI advances the University’s research, service, and outreach contributions statewide. IEI’s annual Emerging Issues Forum attracts leaders in business, education, and public policy to discuss an issue with profound implications for North Carolina’s future economic competitiveness. IEI is expanding its reach with the Emerging Issues Commons, an innovative, award-winning “civic engagement gallery” (and related website platform) located in the new James B. Hunt Jr. Library, on NCSU’s Centennial Campus. For more about IEI, please visit emergingissues.org and emergingissuescommons.org.

ESSENTIAL JOB DUTIES:

The Visual Arts Specialist [working title: Graphic Design & Digital Communications Specialist] is a member of IEI’s Communications Team, reporting to the Communications Director. This position executes graphic, digital and web design, as well as some videography related to IEI’s comprehensive communications strategy, which builds statewide awareness of the IEI brand, fosters understanding of IEI’s programs and initiatives, and encourages multiple modes of direct constituent engagement. The Visual Arts Specialist is first and foremost a creative mind with familiarity with emerging technologies and modern aesthetics as a graphic and digital
designer. They should also have a working knowledge of web design/web management/online UX and user engagement to assist with various projects within the Communications Team. The Visual Arts Specialist is a proactive team player, demonstrating creative vision, and comprehensive project management skills in a dynamic, collaborative environment. S/he provides day-to-day management of IEI’s graphic design projects and assists with digital/web communications, as needed.

The Visual Arts Specialist advances the IEI brand through ambitious, forward-looking graphic design, web design, and visual communication of consistently excellent quality. S/he provide IEI with a cutting-edge design presence.

WORK PERFORMED:

Graphic design (75 percent):
• Under the leadership and guidance of the Communications Director, provide effective, efficient management of IEI’s comprehensive graphic design program.
• Client Service: Collaborate with IEI colleagues across internal units (e.g., Policy, Development, etc.) to understand and represent design and digital communications intentions and needs.
• Customer Service: Listen/understand needs and reactions of consumers of IEI design materials and web content
• Technical Knowledge: Work independently following consultations or upon other direction from IEI Communications Director and other leadership to recommend, prototype, and develop products (program branding, banners, reports, newsletters, wayfinding, signage, posters, infographics, ads, logos, templates, videos, etc.) for both digital and print delivery.
• Project Management: Coordinate all internal design workflow, and, as required, coordinate all aspects of vendor print production, including for IEI’s annual Emerging Issues Forum, a conference of more than one thousand attendees held each February.

And one (or some combination) of the following additional professional tasks:

Website, web development, and web UX (25 percent):
• Assist with website management, including content creation and updates, graphic updates, and back-end technical development.
• Consulting/Advising: In collaboration with Comm Team, recommend and implement best practices for overall site presentation and UX. Assist with anticipated major redesign and functionality update to the IEI and IEI Commons websites (emergingissues.org and emergingissuescommons.org, respectively). Provide recommendations concerning best practices for sustained audience engagement in the virtual environment.
• Project Management: As required, coordinate with outside contractor(s) to accomplish aspects of website redesign and functionality updates.
• Technical Solution Development: Assist IEI’s Technology Manager in optimization of our mobile presence.

REQUIRED EXPERIENCE and EDUCATION/TRAINING:

Bachelor’s degree in a discipline related to the area of assignment; or an equivalent combination of training and experience. All degrees must be received from appropriately accredited institutions. There is no minimum requirement of professional experience in graphic design and website design/web management/web UX, though such experience is a plus.

REQUIRED SKILLS/COMPETENCIES:

• Demonstrated proficiency in (a) graphic design including front-end web design, and (b) website management, web UI, and web UX.
• Demonstrated proficiency using Adobe Creative Suite (including InDesign, Photoshop, Illustrator, Acrobat), Final Cut Pro and/or Adobe Premiere, and web development and internet languages and applications (WordPress, HTML, CSS, JavaScript, etc.).
• Proficiency managing print production, print vendors, preparing files for print, performing press checks, and related knowledge of current printing technologies and services.
• Excellent oral and written communication skills, including the specific ability to edit and proof copy and design products during final production stages.
• Strong interpersonal skills; ability to work both independently and in teams; strong time-management and work prioritization skills necessary to manage complex, dynamic workflow; familiarity with project management principles, practices, techniques, and tools; exceptional independent judgment; professional discretion when managing sensitive or privileged information.

PREFERRED EXPERIENCE/EDUCATION/TRAINING and SKILLS/COMPETENCIES:

• Two or more years combined professional experience in graphic/digital design and website design and technical management.
• Strong “early adopter” affinity for new and emerging design and web communications technologies.
• Bachelor’s Degree in Graphic Design, Digital Media, Communications, Web Development, Journalism, or other relevant discipline.
• Strong, active interest in public policy and/or civic engagement.
SPECIAL INSTRUCTIONS:

Applicants should include the following documents:
1. Resume
2. Cover Letter
3. Submission of 3-4 samples of graphic design work
4. Link to an Online Portfolio (if available)
5. Contact information for three professional references