Arizona State University's Mary Lou Fulton Teachers College creates knowledge, mobilizes people and takes action to improve education.

In line with the charter and design principles of Arizona State University, Mary Lou Fulton Teachers College asserts the following four core values:

- Pursue excellence at scale to achieve impact
- Exercise leadership through innovation
- Champion diversity of people and ideas
- Share responsibility for the strength of communities

Mary Lou Fulton Teachers College is nationally recognized as a leading innovator in teacher education and in scholarly research. The graphic designer will focus on interactive and digital design, including websites, email and other digital media. Please note: digital and interactive design experience and training is a requirement. The graphic designer principal will be part of a dynamic marketing and advancement team that strengthens the college's engagement with a number of constituencies: prospective students for our bachelors, masters and doctoral program; applicants to those programs; alumni; foundations; and policymakers and influencers involved in the national conversations about education. The graphic designer principal at Mary Lou Fulton Teachers College will design a variety of materials, including emails, websites and pages, digital advertising, video bumpers and branding, brochures, pamphlets, viewbooks and both digital and print templates for use by stakeholders within the college. The ideal candidate will thrive as a collaborative and vocal member of an integrated communications and marketing team that is committed both to the college's mission.
and to continuous improvement as a team. This position will report to the Director of Marketing and Advancement.

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<th>Minimum Qualifications</th>
<th>Bachelor’s degree in Graphic Art or related field AND four years experience in graphic design and layout, illustration, or commercial art; OR, eight years’ experience in graphic design and layout, illustration, or commercial art; OR, any equivalent combination of education and/or experience from which comparable knowledge, skills and abilities have been achieved.</th>
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| Desired Qualifications | • Evidence of a portfolio of digital design work demonstrating an ability to design for a range of media and purposes  
• Demonstrated working knowledge of how back-end structure (e.g., templates) interacts with front-end design  
• Experience in photography and video, either behind the camera or art-directing photo and video shoots  
• Experience managing assets and the graphic identity and brand guidelines for a large organization or brand  
• Demonstrated working knowledge of adaptive and responsive design  
• Demonstrated working knowledge of Drupal and/or content management systems  
• Demonstrated knowledge of innovative technologies used in digital communications  
• Experience in work requiring attention to detail  
• Experience in engaging with constructive editorial critique  
• Experience in customer service  
• Experience in working in a fast-paced work environment and to pursue multiple projects simultaneously |

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<th>Working Environment</th>
<th>Activities are performed in an environmentally controlled office setting subject to extended periods of sitting, keyboarding and manipulating a computer mouse; required to stand for varying lengths of time and walk moderate distances to perform work. Occasional bending, reaching, lifting, pushing and pulling up to 25 pounds. Regular activities require ability to quickly change priorities, which may include and/or are subject to resolution of conflicts. Ability to clearly communicate verbally, read, write, see and hear to perform essential functions.</th>
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| Essential Duties    | • Design digital and print collateral that drives enrollment in the college's academic programs  
• Design digital and print collateral that supports the college’s alumni relations and development strategies  
• Design digital and print collateral that promotes the college’s research and thought leadership to non-academic, professional audiences |
- Design email newsletters, enrollment marketing email, alumni communications, web templates, digital advertising assets, brochures, event invitations and other deliverables
- Collaborate with markets, copywriters and others on the Marketing and Advancement team, as well as with colleagues throughout the college and university, to develop and execute data-informed communications strategies
- Adopt a stance of continuous learning about how information technology can inform communications strategy. This includes factoring search-engine optimization (SEO), web analytics (e.g., Google Analytics), and email metrics (A/B testing, open, click and conversation rates) into design
- Meet with clients to discuss themes and objectives for an assignment, target audience and desired outcomes

**Department Statement**

As one of America’s largest producers of teachers and as a leader in cultivating transformative school leaders in the nation’s PreK - 12 schools, ASU’s Mary Lou Fulton Teachers College (MLFTC) prepares 1,500+ teachers annually through its multiple preparation programs which include undergraduate and graduate degree programs offered through traditional and non-traditional pathways.

Mary Lou Fulton Teachers College continues to rise in the rankings of the nation’s top education graduate programs, climbing to No. 17 and tying with University of California-Berkeley and the University of Kansas according to the 2015 U. S. News & World Reports Best Graduate Schools rankings, released March 10, 2015.

**ASU Statement**

Arizona State University is a new model for American higher education, an unprecedented combination of academic excellence, entrepreneurial energy and broad access. This New American University is a single, unified institution comprising four differentiated campuses positively impacting the economic, social, cultural and environmental health of the communities it serves. Its research is inspired by real world application blurring the boundaries that traditionally separate academic disciplines. ASU serves more than 90,000 students in metropolitan Phoenix, Arizona, the nation's fifth largest city. ASU champions intellectual and cultural diversity, and welcomes students from all fifty states and more than one hundred nations across the globe.

ASU is a tobacco-free university. For details visit [www.asu.edu/tobaccofree](http://www.asu.edu/tobaccofree)

AmeriCorps, Peace Corps, and other national service alumni are encouraged to apply.
Arizona State University is a VEVRAA Federal Contractor and an Equal Opportunity/Affirmative Action Employer. All qualified applicants will be considered without regard to race, color, sex, religion, national origin, disability, protected veteran status, or any other basis protected by law.

### Employment Verification

ASU conducts pre-employment screening which may include verification of work history, academic credentials, licenses, and certifications.

### Background Check Statement

ASU conducts pre-employment screening for all positions which includes a criminal background check, verification of work history, academic credentials, licenses, and certifications. Employment is contingent upon successful passing of the background check.

### Instructions to Apply

Application deadline is 3:00PM Arizona time on the date indicated.

Resumes should clearly illustrate how prior knowledge and experience meet the minimum and desired qualifications stated in this requisition.

Only electronic applications are accepted.

ASU does not pay for travel expenses associated with interviews, unless otherwise indicated.

### Instructions for ASU Online Employment Applications

- Go to the ASU Human Resources site: [https://cfo.asu.edu/hr-applicant](https://cfo.asu.edu/hr-applicant) and scroll down to apply for an ASU job now.
- For staff positions click on Internal Applicants (for existing ASU employees) or External Applicants (you must create an ASU account or enter existing account information).
- From the ASU Welcome page which is the new Talent Gateway (gives applicants several online options for the recruiting process), click on Search Openings to locate positions of interest.
- From the Search Openings page, customize your search or simply click the Search button to view all ASU staff job openings.
- From the Search Results page, scroll to positions of interest and click on the red Requisition ID 19756BR at the left to apply.
- From the Job Details page, review the posted job description and click the Apply To Job button to begin the online application process.

Then, answer the questions to complete the ASU Kenexa online employment application (Note: you will be asked to submit your cover letter, resume and three personal references as part of the application process).