Graphic Designer Principal  
(Job Number: 71929BR)

<table>
<thead>
<tr>
<th>Campus Location</th>
<th>West</th>
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<tbody>
<tr>
<td>Department Name</td>
<td>Mary Lou Fulton Teachers College</td>
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<tr>
<td>Full-Time/Part-Time</td>
<td>Full-Time</td>
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<tr>
<td>Scope of Search</td>
<td>Open</td>
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<tr>
<td>Grant Funded Position</td>
<td>This is not a grant funded position and is not contingent on future grant funding.</td>
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<tr>
<td>Salary</td>
<td>Depends on Experience</td>
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<td>Closing Date</td>
<td>October 1, 2021</td>
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**Job Description**

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

Mary Lou Fulton Teachers College is nationally recognized as a leading innovator in teacher education and in scholarly research.

Reporting to the Communications Director, the Graphic Designer Principal will be part of a dynamic marketing and advancement that strengthens the college’s engagement with several constituencies: prospective students for our bachelors, masters and doctoral programs; applicants to those programs; alumni; foundations; and policymakers and influencers involved in the national conversations about education. The Graphic Designer Principal will create both digital and print design, including emails, viewbooks, brochures, ads, flyers, web graphics, video bumpers, infographics, slides and templates. This position is responsible for managing photography and creative assets and ensuring college communications and collateral meet brand standards.

The successful candidate will conceptualize and create designs that meet the needs of diverse audiences and formats while staying true to brand standards. 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.

**Minimum Qualifications**

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.

**Desired Qualifications**

- Evidence of a portfolio of digital design work demonstrating an ability to design for a range of media and purposes
- Demonstrated knowledge of how back-end structure (e.g., templates) interacts with front-end design
- Experience with photography or videography, 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 knowledge of adaptive and responsive design |
| Demonstrated knowledge of Drupal, Salesforce and/or ability to learn new content management systems |
| Demonstrated ability to keep up with innovative technologies used in digital communications |
| Experience in work requiring attention to detail |
| Demonstrated ability to engage with constructive editorial critique with professionalism |
| Experience in customer-service orientation |
| Demonstrated ability to thrive in a fast-paced work environment and to pursue multiple projects simultaneously |

**Working Environment**
- 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.
- Regular use of standard office equipment including, but not limited to: computer workstation/laptop (keyboard, monitor, mouse), printer, fax, calculator, copier, telephone and associated computer/technology peripherals.
- Frequent 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.
- Consistent direction and feedback are provided to ensure stated goals and objectives are being achieved/met.

**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 or recruits students to the college’s programs.
- Design email newsletters, enrollment marketing email, alumni communications, templates, digital advertising assets, brochures, event invitations and other deliverables.
- Collaborate with marketers, copywriters and other on the Marketing and Advancement team, as well as with colleagues throughout the college and university, to develop and execute data-informed communications and design strategies.
- Adopt a stance of continuous learning about how information technology can inform strategy. This includes factoring search-engine optimization (SEO), web analytics (e.g., Google Analytics), UX and accessibility standards, and email metrics (A/B testing, open, click and conversion rates) into design.
- Meet with clients to discuss themes and objectives for an assignment, target audience and desired outcomes.

**Department Statement**
ASU’s Mary Lou Fulton Teachers College creates knowledge, mobilizes people, and takes action to improve education. Nationally recognized as a leading innovator in teacher education and scholarly research, Mary Lou Fulton Teachers College prepares over 7,600 educators annually.
MLFTC faculty create knowledge by drawing from a wide range of academic disciplines to gain insight into important questions about the process of learning, the practice of teaching, and the effects of education policy.

MLFTC mobilizes people through bachelor's, master's, and doctoral degree programs, through non-degree professional development programs, and through socially embedded, multilateral community engagement.

MLFTC takes action by bringing people and ideas together to increase the capabilities of individual educators and the performance of education systems.

MLFTC is committed to ensuring that the fundamental commitment to advancing system equity, inclusion, and justice is enacted in our curricula, programming, and relationships. Our ultimate goal is to help us imagine possibilities for creating sustainable cultures in our college and with our global communes that is reflective of a deep commitment to inclusion, systemic equity, and justice.

**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 80,000 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.

**Notice of Availability of the ASU Annual Security and Fire Safety Report**

In compliance with federal law, ASU prepares an annual report on campus security and fire safety programs and resources. ASU’s Annual Security and Fire Safety Report is available online at [https://www.asu.edu/police/PDFs/ASU-Clery-Report.pdf](https://www.asu.edu/police/PDFs/ASU-Clery-Report.pdf). You may request a hard copy of the report by contacting the ASU Police Department at 480-965-3456.

Relocation Assistance – For information about schools, housing child resources, neighborhoods, hospitals, community events, and taxes, visit [https://cfo.asu.edu/relocation-services](https://cfo.asu.edu/relocation-services).

**Employment Verification**

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

**Fingerprint Check Statement**

This position is considered safety/security sensitive and will include a fingerprint check. Employment is contingent upon successful passing of the fingerprint check.

**Instructions to Apply**

Application deadline is 3:00PM Arizona time on the date indicated.
Please include all employment information in month/year format (e.g., 6/88 to 8/94), job title, job duties and name of employer for each position.

Resume should clearly illustrate how prior knowledge and experience meets the Minimum and Desired qualifications of this position.

Only electronic applications are accepted for this position. 71929BR