California State University, Fresno
Library Services
Vacancy # 12781

Graphic Designer II

Salary:
$3,717 - $5,858 per month. Anticipated hiring range $3,717 - $4,252 per month.

Organizational Description:
The Henry Madden Library supports the university mission of education, research, and service. To this end, the Library selects, develops, manages, and provides access to information resources; promotes the critical use of information for learning and research; and presents cultural and scholarly programming that serves the campus, region and beyond.

Position Summary:
- The incumbent is an integral part of a team who will rely on his/her expertise in design.
- The incumbent will be expected to provide artistic direction based on the needs of the project stakeholders, the advice of the Library marketing coordinator, and University branding requirements.
- Responsible for the artistic and graphic design and creation of print, digital, multimedia, mobile and social media materials for the library.
- Incumbent uses both design and production elements to organize ideas visually to convey the desired impact and message to the target audience.
- Incumbent designs and creates a wide range of materials including, but not limited to: printed materials, library instruction materials, faculty presentation materials, exhibits, training sessions, videos, social media posting, print and digital ads, signage, promotional products, direct mail, web sites and public information projects.
- Work is used to reach a variety of internal and external audiences.
- Responsible for the design and creation of library handouts, guides, newsletters, brochures, signs, posters.
- Edits and proofreads all communications from the library to the public.
- Incumbent works closely and in keeping with all University and Library branding and accessibility standards.

The secondary duties of the job include:
- Process print material from start to production to ensure quality of design is met.
- Perform other duties as assigned

Knowledge, Skills & Abilities:
- Knowledge in the principles and techniques of artistic and graphic design, as well as demonstrated design and artistic skills
- Working knowledge of copyright laws application to design work and creative properties.
- Demonstrated creativity with an emphasis on attention to detail.
- Strong communication skills
- Ability to:
  - Use and maintain currency with applicable computer software packages and systems
  - Translate university communication needs into artistic designs to maximize the impact and message to the intended audience
  - Consult with library faculty and staff to understand their communication needs and to ensure that design concepts are tailored to the intended audience
  - Select the visual materials to be used in the communication of information
  - Create visual material including original illustrations or designs as needed
  - Design the placement and appearance of visual material in relation to printed materials
  - Select typographical format
  - Design and plan the effective use of color, tone, and harmony
  - Design, produce, and coordinate various materials (such as photographs, illustrations, diagrams, text, charts, graphs, slides, computer animation, and web design) required in the production of final products.
  - Meet deadlines and show strong project management skills working with others or as part of a team to see the intended message carried out from inception to finished digital or print media.
  - Plan, coordinate and direct graphic art communications projects and handle multiple priorities simultaneously.
Education and Experience:

- Bachelor’s degree in graphic design, fine arts, or a related field.
- A minimum of 3 years of technical experience and/or relevant coursework.
- Experience with common graphics and multimedia file formats

Specialized Skills:

- Proficiency with both Mac and Windows operating systems
- Adobe Creative Suite
- Adobe InDesign
- Microsoft Word

Preferred Skills:

- Experience using presentation software such as PowerPoint, Prezi, Google Slides
- Familiarity with web design and common online publishing tools such as Tumblr, Drupal, Wix, WordPress, Squarespace
- Experience using popular video editing tools such as FinalCut Pro, Adobe Premier, Adobe After Effects
- Knowledge of eNewsletter design and familiarity with email marketing platforms such as CampaignMonitor, Constant Contact, Mailchimp
- Familiarity with videography, video and audio editing, motion graphics and still photography
- Experience with YouTube and Vimeo

Filing Deadline:

November 19, 2015

Application Procedures:

An online application, a resume, and three professional references, including telephone numbers, are required. A cover letter that addresses your qualifications for the position is also required. Full consideration will not be given to applicants who fail to complete all application requirements.

Pursuant to Executive Order 1088, reasonable accommodation is to be provided upon request from an employee or applicant with disabilities, unless doing so would impose an undue hardship on the campus. What constitutes a reasonable accommodation is to be determined by the campus on a case-by-case basis after it has received the individual's request for accommodation and engaged in an interactive process. Employees or applicants requiring reasonable accommodation should contact Human Resources directly at (559) 278-2032.

How To Apply:

To apply for this or any open position at Fresno State visit our online employment site at: [http://jobs.csufresno.edu/](http://jobs.csufresno.edu/)

Other Requirements:

Pursuant to the requirements of the Immigration Reform and Control Act of 1986, any offer of employment is contingent upon verification of individual's eligibility to be employed in the United States.

A background check (including a criminal records check) must be satisfactorily completed (as determined by the CSU) before any candidate can be offered a position with the CSU. Failure to satisfactorily complete or pass the background check may be the basis for rescinding an offer of employment and/or affect the continued employment of current CSU employees who apply for posted positions identified as sensitive.

California State University, Fresno annual security report includes statistics for the previous three years concerning reported crimes that occurred on campus, in certain off-campus buildings or property owned or controlled by Fresno State, and on public property within, or immediately adjacent to or accessible from the campus. The report also includes institutional policies concerning campus security, alcohol/drug use, crime prevention, reporting of crimes, sexual assault, and other matters. You can obtain a copy of this report by contacting the Campus Police Department or by accessing the following web site: [http://www.fresnostate.edu/adminserv/police/clery/index.html](http://www.fresnostate.edu/adminserv/police/clery/index.html)

The person holding this position is considered a "mandated reporter" under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment. You can obtain a copy of this Executive order by accessing the following web site: [http://www.calstate.edu/ eo/EO-1083.html](http://www.calstate.edu/ eo/EO-1083.html)

This position may be a "designated position" in the California State University's Conflict of Interest Code. The successful candidate accepting this position may be required to file Conflict of Interest forms subject to the regulations of the Fair Political Practices
Commission.

**Other Applicant Information:**

Applicants will receive confirmation of receipt of their application materials via automatic email reply. In addition, qualified applicants will receive email notification at the conclusion of the recruitment process.

It is the policy of the California State University to fill vacant positions represented by the California State University Employees' Union (CSUEU) with qualified applicants currently employed on the campus. Other applicants may be selected when it is necessary to meet the best interests of the campus by obtaining specialized skills and abilities not available from campus applicants.

**Equal Employment Opportunity:**

The California State University, Fresno is committed to maintaining and implementing employment policies and procedures in compliance with applicable state and federal equal employment opportunity laws and regulations. Executive Order 883 prohibits discrimination and Executive Order 927 prohibits harassment, on the basis of a protected status: race, color, religion, national origin, ancestry, age, sex (including gender identity, per HR 2004-12), sexual orientation, marital status, pregnancy, mental disability, physical disability, medical condition and covered veteran status. Retaliation against individuals for complaining about these proscribed conduct, opposing such conduct, or participating in an investigation or proceeding involving such conduct is prohibited by both executive orders.

Further, the California State University, Fresno's statement of commitment to equal employment opportunity principles is also found in the various collective bargaining agreements.

**IMPORTANT NOTICE TO APPLICANTS:**

Thank you for your interest in a non-faculty position at Fresno State. Please note that with the exception of designated sensitive positions, applicants selected for an interview are required to respond within 72 hours to an important question regarding a conviction history. Failure to respond within this timeframe will subject you to elimination for further consideration. As a Fresno State applicant, you are responsible for checking and responding to this email within the required deadline.

**General Information:**

California State University, Fresno is one of 23 campuses in the California State University System. The University's mission is to offer high-quality educational opportunities to qualified students at the bachelor's and master's levels, and in certain applied disciplines, at the doctoral level. The current student enrollment is approximately 23,000, including a large percentage of students with diverse and culturally rich backgrounds. The University serves the San Joaquin Valley while maintaining deep involvement with the state, nation, and world. California State University, Fresno promotes student learning and community engagement through faculty scholarship and service learning opportunities in collaboration with community organizations, educational institutions, industry, business and government. The University was one of the first U.S. Colleges and Universities to be selected by The Carnegie Foundation for the Advancement of Teaching for its Community Engagement Classification.

Metropolitan Fresno, with a multi-ethnic population of over 600,000, is located in the heart of the San Joaquin Valley on the western edge of the Sierra Nevada Mountain Range. The campus is within easy driving distance of San Francisco, Los Angeles, Yosemite, Kings Canyon and Sequoia National Parks, the Monterey Peninsula, Lake Tahoe, beaches, sailing, lakes, and numerous ski resorts. Fresno boasts one of the most reasonable housing markets in California and offers a wide array of locally grown fruits and produce.