

Regional Office of Education #9

Champaign & Ford Counties

Job Description

TITLE: Graphic Design and Web Specialist

DEPARTMENT: Learning Technology Center

- QUALIFICATIONS:**
1. **Design Knowledge.** Possess in-depth knowledge of digital and print production, awareness of current trends in design and production. Possesses basic familiarity with video production and editing, and understanding and comfort with UX design for web.
 2. **Self-Motivation & Self-Starter:** Demonstrate the ability to proactively manage and prioritize multiple tasks without micromanagement. Passionate about supporting school districts and educators and committed to getting the job done in the face of adversity.
 3. **Project Management:** Exceptional project management skills with proven track record of being a solution-oriented, positive, and growth-minded leader. Strong work ethic driven by a sense of urgency.
 4. **Communication.** Excellent verbal and written communicator with ability to clearly communicate with superintendents, district and organization leaders, and educators.
 5. **Technical Skills:** Experience with Adobe Creative Suite (Illustrator, Photoshop, InDesign, Dreamweaver, Content Management Systems (i.e., Wordpress, Higher Logic), web analytic platforms. Proficiency in all Google Workplace tools as well as presentation design (Google Slides).
 6. **Professional Experience.** Proven experience as a Graphic Designer, Web Designer, or similar role. Minimum of 2 years' of professional work experience in marketing, web design, graphic design, or a related profession. A portfolio demonstrating competency is required.
 7. **Education.** B.A. or B.S. in graphic design, web design, marketing, business administration, communications, or related field preferred. A Master's in Fine Arts in Graphic Design preferred.

Other qualifications as deemed necessary by the Regional Superintendent or the LTC Executive Director when necessary. Any of the above qualifications may be waived by the Regional Superintendent or the LTC Executive Director when necessary.

REPORTS TO: Marketing and Communications Manager

SUPERVISES: Does not supervise any employees.

JOB GOALS: The Graphic Design & Web Specialist is responsible for leading all marketing and event efforts, including conducting market research, producing promotional

materials, developing and evaluating marketing campaigns, and analyzing impact data. The Marketing Coordinator is a member of the LTC Marketing and Communication Team.

PERFORMANCE RESPONSIBILITIES:

1. **Design/Development**

- a. Under the direction of the Manager of Marketing & Communications, prepare original designs for print and digital communications, including web, email, social media, newsletters, and member building materials
- b. Assists with establishing, developing, and maintaining brand guidelines.
- c. Assist in translating marketing objectives into create strategies and executing designs and plans for all print and digital media, including websites.
- d. Assist with production and coordination of multimedia projects.
- e. Coordinate and perform as necessary, photographic assignments for publications, video, displays, etc.
- f. Serve as a consultant to LTC Staff on problems of a design nature.

2. **Web Development**

- a. Design and develop with a value for universal design.
- b. Employ current and best practice methods for building websites, supporting standards for content and design.
- c. Design templates and web structures that create a positive and efficient user experience
- d. Serve as a consultant to staff on problems of a design nature.
- e. Monitor and update Search Engine Optimization (SEO)

3. **Strategic Planning/Administration**

- a. Supports the Online Content Specialist to draft clear product marketing copy, promotional materials, and marketing literature to augment the programs presence in the education market.
- b. Serve as liaison with outside vendors including press and pre-press operators, printers, and suppliers.
- c. Obtain estimates and procedural information for all jobs, which require outside services and/or materials.
- d. Assist with monitoring expenditures in the graphics area and assist supervisor in developing fiscal year budget requests.

4. **Other**

- a. Builds and maintains trusting relationships with internal and external stakeholders.
- b. Identify, track, and meet key performance goals that are ambitious, realistic, and aligned with department and organizational goals.
- c. Provide accurate reporting of activities.
- d. Support and lead special projects as applicable.
- e. Maintains knowledge of LTC programs, initiatives, and services.
- f. Remains knowledgeable of K-12 educational technology and best practices.
- g. Performs other duties as assigned.

TERMS OF EMPLOYMENT:

Additional terms of employment to be determined by the ROE9 Regional Superintendent.

EVALUATION:

To be completed by the LTC Executive Director in accordance with the policies and practices of the Regional Office of Education.

Created: 7/1/21