

Arizona Christian University Position Description

Position Title and Position Grade:	Graphic and Web Designer	Date Updated:	October 2017
Reports to:	Director of Advancement	Department:	Institutional Advancement
Direct Reports (if any):		FSLA Status:	Full-time / Salary
Position Summary: The Graphic and Web Designer will design print and digital media, develop, design, and maintain functionality of ACU's website, and conduct market research related to servicing the institution in general business operations. The Designer will also help manage relationships with marketing partners and clients.			
Prerequisite Qualifications: Bachelor's Degree preferred. Three years professional experience preferred in graphic and web design: <ul style="list-style-type: none"> • Experience creating and optimizing graphics for use on the web and print, including experience with Photoshop, InDesign, and/or other graphic and print design software programs required. • Experience with website design and update protocol; Word Press experience required. • Knowledge of digital media advertising including creative best practices. • Experience building and placing marketing-oriented conversion materials (landing pages, videos), and optimizing them for maximum performance. • Knowledge of Search Engine Optimization (SEO) best practices. • Ability to monitor industry trends, technologies, and standards, and to apply them as they emerge through research and training. • Must have good oral and written communications skills. • Must be motivated, self-directed and organized. • Must work well and collaboratively in a team setting. • Support of the mission and vision of Arizona Christian University and the university Core Commitments • Christian commitment consistent with the ACU Statement of Faith 			
Duties, Tasks, Responsibilities (List as many categories as necessary): <ul style="list-style-type: none"> • Design, develop, and manage functionality of ACU's websites • Conduct research related to digital and print marketing and advertising • Track, report, and respond to statistical trends for ACU websites • Develop concepts, design, and manage print and digital graphics and content for all ACU departments including print collateral, print and digital ads, email marketing, video, social media, website, etc. • Support and collaborate with all ACU departments on marketing and advertising related to the institution's general business operations and mission • Manage/coordinate the relationship between ACU's digital advertising partners, video streaming company, design consultants, etc. • Assist with Advancement Division tasks, projects, and events as needed • Other duties as assigned 			
Working Conditions:			

- Normal office conditions. The noise level in the work environment is moderate (student traffic outside the office)
- Position requires the ability to lift/carry objects weighing up to 30 lbs
- Ability to sit, stand, walk for extensive periods of time
- Occasional nights and weekend work