

University of Houston – Clear Lake

Position Description

Job Title: **Senior Coord, Graphic Design & E-Communications**

Job Code: **3250**

Pay Grade: **040**

FSLA: **EX**

Location: **UHCL**

Retirement Program: **TRS**

QUALIFICATIONS

	REQUIRED	PREFERRED
Education	Bachelor's degree or a combination of professional development, training and experience equivalent to upper-level college coursework in print and web design/development.	Bachelor's or Master's degree in graphic design, fine arts or related field, including coursework in web design and development.
Experience	Three or more years of advanced graphic design/art production experience in a computer-based graphic arts environment working on print and online projects, for example, digital design, development and maintenance of websites in a portal environment, writing and editing, digital photography, and strategic social media management and implementation.	Additional professional experience in graphic design and development of complex web pages/sites a plus. Two or more years of experience in digital photography for print-based and web design. Experience using and interpreting trends in social media and website analytics a plus.
License/Certification		

This position may be security sensitive requiring a background check of the final candidate.

POSITION SUMMARY

The Senior Coordinator of Graphic Design and E-Communications develops and implements a broad range of design initiatives to advance UHCL's mission and to create lasting alumni relationships, resulting in greater university awareness and connectivity within the community, personalization of alumni experience and engagement, higher retention rate for alumni giving, and thus increased enrollment.

Duties and responsibilities	% Time
The Senior Coordinator of Graphic Design and E-Communications develops and implements a broad range of design initiatives to advance UHCL's mission and to create lasting alumni relationships, resulting in greater university awareness and connectivity within the community, personalization of alumni experience and engagement, higher retention rate for alumni giving, and increased enrollment.	50
Community relations & connection – assist in engaging community through various electronic and printed methods.	20
Fundraising – assistance with web & collateral materials.	10
Enrollment management – incorporating messages online, in social media, through electronic communications, etc., to assist in boosting enrollment.	10

Student relations – assist with communications and materials that help connect students to alumni experience and vice versa.	10
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This position description describes the general qualifications, duties and responsibilities of work being performed.