

# POSITION DESCRIPTION



HIGHER LEARNING COMMISSION

**Job Title:** Marketing Designer

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**Date:** November 3, 2021  
**Department:** Communications  
**Supervisor:** Director of Communications and Strategic Projects  
**FLSA Status:** Exempt  
**Supervisory:** No direct supervision

## Position Overview

The Marketing Designer creates and implements HLC print, electronic, video and other communications; provides graphic design support and brand management for HLC; and collaborates in developing, implementing and supporting HLC programs, services and initiatives.

## Duties and Responsibilities

- Leads the brand management, the look and feel for HLC
- Collaborates with the Communications team and others as needed in developing a professional visual presence that effectively serves HLC various stakeholders
- Creates graphic elements for HLC print and web needs
- Creates print, electronic, and other communications for HLC constituencies
- Collaborates with the Director of Communications and Strategic Projects and the Marketing and Social Media Writer to create effective communications for promotional purposes
- Collaborates with the Director of Communications and Strategic Projects and the Marketing and Social Media Writer to create materials for the Annual Conference
- Oversees the management of design style guidelines and templates
- Provides support for the Communications Department
- Maintains technology skills needed for position and adapts to technology changes as required
- Performs other duties as assigned

## Qualifications and Competencies

- Bachelor's degree
- 1-3 years experience in graphic design
- Portfolio of design work to demonstrate creativity and design implementation
- Experience with standard office software and technology, including Adobe Creative Suite software, web content management, HTML, CSS, and Web form and survey tools
- Ability to translate words into images
- Excellent organizational and problem-solving skills
- Ability to work well under pressure and meet deadlines
- Excellent written and verbal communication skills
- Demonstrated flexibility, dependability, and responsibility
- Ability to multi-task and to work independently and collaboratively

The information in this position is intended to generally describe the duties and responsibilities and qualifications and competencies of the above-named position. This position is not an exhaustive list of all the responsibilities and requirements of the position. HLC reserves the right to modify this position description at any time.