General Description
Oversees the skilled work in designing print layouts, illustrations and logos, brochures, flyers, posters, social media sites and blogs and/or website for the department.

Examples of Duties
- Develops marketing materials that effectively brand services or programs.
- Proofs a variety of written materials.
- Designs and formats a wide range of publications and presentations.
- Researches solutions for design problems.
- Provides assistance in updating websites and social media sites.
- Delivers and sets up promotional items and materials at on campus and off campus locations.
- Contributes to the development of marketing strategies.
- Provides photography services as needed.
- Assists in the coordination of marketing and promotional events on campus.
- Maintains the video message board system.
- Performs other duties as assigned.

Knowledge, Skills and Abilities
- Knowledge and experience in graphic design and marketing materials.
- Knowledge and experience using Apple computers.
- Knowledge and experience using design software, such as Adobe Photoshop, Adobe Illustrator, Adobe InDesign, and Adobe Acrobat.
- Excellent project management skills.
- Excellent communication and organizational skills.
- Ability to perform moderate to heavy lifting.
- Ability to develop and maintain professional relationships.

Minimum GSU Hiring Standards
Bachelor’s degree in Marketing, Graphic Design or a related field and three years of related experience; or a combination of education and related experience.

The above is a general description of duties performed by employees holding this job title and does not represent a complete list of duties that may be assigned to an employee.