

**UNIVERSITY OF MARYLAND LIBRARIES  
POSITION DESCRIPTION FORM**

**Check one:** Faculty\_\_\_\_ Exempt  X  Non-Exempt\_\_\_\_ Other

**Date Prepared:** June 2022

**Division:** Dean's Office

**Prepared by:** Kate Maloney

**Department:** Communications

**Reports to:** Director, Strategic Communications & Outreach

**Position Title:** Senior Graphic Art Designer

**ABOUT THE UNIVERSITY:** Founded in 1856, University of Maryland, College Park, is the state's flagship institution. Our 1,250-acre College Park campus is just minutes away from Washington, D.C., and the nexus of the nation's legislative, executive, and judicial centers of power. This unique proximity to business and technology leaders, federal departments and agencies, and a myriad of research entities, embassies, think tanks, cultural centers, and non-profit organizations is simply unparalleled. Synergistic opportunities for our faculty and students abound and are virtually limitless in the nation's capital and surrounding areas. The University is committed to attracting and retaining outstanding and diverse faculty and staff that will enhance our stature of preeminence in our three missions of teaching, scholarship, and full engagement in our community, the state of Maryland, and in the world.

**ABOUT THE LIBRARIES:** As the largest university library system in the Washington D.C.-Baltimore area, the University of Maryland (UMD) Libraries serve more than 41,000 students and 14,000 faculty and staff of the flagship College Park campus. The Libraries' extensive collections, programs, and services enable student success, support teaching, research, and creativity, and enrich the intellectual and cultural life of the community. A member of the Big Ten Academic Alliance and the Association of Research Libraries, the UMD Libraries was honored with the 2020 Excellence in Academic Libraries award in the university category from the Association of College and Research Libraries.

The University of Maryland Libraries are committed to advancing diversity, equity, inclusion, and accessibility. We support university and library efforts to create a

more just campus environment, understanding the unique, interdisciplinary focus of libraries and archives as collectors and curators of the historical, literary, artistic, and scientific record. We provide collections, services, and programs that reflect the diversity of our community, heighten cultural awareness, and incorporate the histories, experiences, and expressions of those who have been historically marginalized and/or underrepresented. We work to ensure equitable access to our facilities, resources, and services.

## **NATURE OF WORK:**

The Senior Graphic Art Designer conceptualizes, plans, develops, organizes, supervises, and produces a comprehensive and coordinated graphics program using up-to-date computer hardware and software and other specialized equipment. The position serves as the senior graphic designer; collaborate with internal stakeholders to design and produce engaging on-brand visuals; manage print and digital signage in Libraries facilities; coordinate services for outsourced printing and production; hire, train, and supervise student designers, photographers and videographers; manage the departmental visual identity and creative asset library; and ensure the accessibility of Libraries communications.

A member of the Strategic Communications and Outreach Team (SCOT), the ideal candidate is committed to high-quality, equitable design, smart strategies, and collaborative processes. Communicating with students, faculty, donors, and others requires contemporary and appealing graphics that portray accurate, valuable, and complex information. Responsible for the visual impact of the University Libraries on campus and beyond.

## **DUTIES AND RESPONSIBILITIES:**

### **Graphic Design and Production (60%)**

- Provides guidance to prioritize and address the graphics needs of units throughout the Libraries for publications, signage, exhibits, web images, and other items that support the Libraries' strategic priorities.
- Using current graphic design software, creates imaginative and original materials often under narrow time constraints and competing priorities.
- Advises to conceptualize, supervises, and assists with photography and video recording and production.
- Ensures brand consistency and compliance with university brand standards
- Maximizes accessibility of all graphic communications

### **Photography and Videography (10%)**

- Coordinate photography and videography projects, including stock and event photography and staff headshots
- Edit photo images and raw video for use in print and digital media.
- Collect and catalog photography/videography consent and release forms
- Maintain a highly organized and accessible library of images and other creative assets for use in print and digital media

### **Communication Strategy Support (10%)**

- Works with the Director of Strategic Communications & Outreach to develop strategic communications priorities and to conceptualize comprehensive approaches for meeting the University Libraries' communications goals.

### **Staff Supervision (15%)**

- Recruits, trains, and supervises 1 full-time graphic designer and 1-3 student graphic design assistants and student photographers and videographers

### **Other duties and activities (5%)**

- Engages in shared-governance and/or service activities, as appropriate and/or in areas in which the individual is interested in volunteering.
- Participates in library-, consortial- or campus-related task forces, committees, and initiatives, as assigned.
- Participates in training related to promoting diversity, equity, inclusion, and accessibility, as provided by the University, the Libraries, and/or other recognized higher education or community organizations.
- Contributes to achieving the University's and/or the Libraries' diversity, equity, inclusion, and accessibility goals.

### **PHYSICAL DEMANDS:**

- Position self or move to work in printing, handling, cutting, and hanging large format design collateral
- Must be able to operate equipment for photography and videography
- Frequently moves supplies weighing up to 30 pounds throughout the building and across campus
- Frequent work at the computer

### **SUPERVISORY RESPONSIBILITIES:**

Supervises full-time graphic designer; 1 - 3 student assistants.

### **QUALIFICATIONS (Knowledge, skills, and abilities):**

**EDUCATION:**

**Required:**

- Bachelor's degree in graphic arts/design, or related field

**Preferred:**

- Master's degree

**EXPERIENCE:**

**Required:**

- Minimum of 5 years of professional experience in graphic design including art direction, print and digital design and production, and photo editing.
- Proficiency in visual story-telling and the ability to communicate complex concepts at a glance
- Fluency with current graphic design software and production skills
- Artistic and technical photography skills
- Some experience with videography
- Knowledge of the print production process and equipment
- Demonstrated planning and leadership skills

**Preferred:**

- Experience in a managerial role (e.g., supervisor, project leader, etc.)
- Advanced experience with photography and videography (conceptualizing, editing, and producing)
- Project management experience

**Employee's Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_

**Print Employee's Name:** \_\_\_\_\_

**Supervisor's Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Print Supervisor's Name:** \_\_\_\_\_