GRAPHIC DESIGN CREATIVE

Colab: Lory Student Center Marketing

TITLE: Graphic Design Creative
Pay rate: $11.50 to $13 per hour
Openings: (0) Accepting applications
Hours per week: Student: 15 to 20 hours per week
Daily Requirement: 2-hour minimun daily shifts
Start Date: TBD
Employer: Colab: Lory Student Center Marketing
How to apply: http://lsc.colostate.edu/services/colab/apply-to-work-at-colab/
Contact: Business Administrative Assistant
Phone: 970-491-4898
Email: lsc_marketingadmin@mail.colostate.edu
Supervisor: Marketing/Production Coordinator, Jill Jones

JOB DESCRIPTION / Graphic Design Creative

About Colab: Collaborative, communicative, consultative, cooperative – these words describe the co-ownership we create with the Lory Student Center's business partners, service partners, and student organizations seeking to share their messages with the Colorado State Campus. Mixing old-world techniques like print design with forward-thinking strategies like digital media, Colab: LSC Marketing emphasizes a strategic planning and integrative marketing approach. From project conceptualization to final delivery and measurement of outcomes, Colab team members consult with clients to create effective marketing programs that achieve and exceed organization goals. Our clients are the Lory Student Center's business, service, and student organization entities; our customers – CSU students, faculty, and staff.

GOALS AND OBJECTIVES

- To discover the importance of graphic design, traditional media, and new media in today's marketing landscape.
- To learn to distinguish and market to different audiences through graphic design elements.
- To learn new techniques for design in print, web, social outlets, and package design.
- To learn to execute new media strategy that provides effective marketing for business outlets, service outlets, and student organizations.
- To help clients maximize effectiveness of marketing campaigns based on print, digital, and other communication platforms.

QUALIFICATIONS

- Highly organized and able to manage numerous projects following specific internal processes.
- Can effectively receive productive feedback and use it to enhance art.
- Proactive, driven, energetic, and forward-thinking individual who works well within a team of

QUALIFICATIONS, continued

creatives, logical thinkers, and business-minded individuals.

- A self-starter who can begin, maintain, and move projects forward.
- An idea generator who can think big-picture and yet drill down to the minute details necessary to make a plan work step-by-step to achieve and exceed goals.
- A self-director who needs little hand-holding.
- Once given direction, individual understands project visions and can carry it forward within a self-created timeline, strategy, and budget.
- Reliable, dependable, open-minded, logical, business-minded, and creative.
- Ability to work on Macintosh computers.
- Solid command of English language and grammar. Legible handwriting — a plus!
- Active socially within the University community and beyond.
- Advanced knowledge of Adobe Illustrator, Photoshop, and InDesign.
- Working knowledge of the Microsoft Office Suite and standard internet applications.
- Pluses: Experience in web development and video production. Working knowledge of pre-press and print production. Basic knowledge of new and social media.

SKILLS / TASK GROUPS

- Strategic Planning
- Graphic Design in various media
- Collateral Creation within a team
- Effective Brainstorming
- Organization, Prioritization
- Social Networking
- Marketing Research
- Client Consultation

VALUE PROPOSITION

This position offers students direct, hands-on, experiential learning in the fast-paced world of new media within the traditional world of marketing. The individual will work alongside graphic designers, Internet developers, video production artists, and public relations professionals. The creative will develop interpersonal skills and business experience that translates directly to a professional environment. Professionalism, effective communication, strategic planning, and the latest in marketing techniques are some of the skills the creative can expect to learn. A successful creative working in this environment will glean solid techniques and proven abilities in modern marketing that transfer to most any corporate marketing department, boutique agency, or nonprofit organization. In addition, a creative will have a firm grasp of brand development, collateral development, the creation of marketing strategy, customer relations, the basics of digital strategy, knowledge of public relations activities, and working with traditional media, advertising, and collaborative marketing. Finally, they'll learn to work effectively

and communicate within a team of professionals and students, and how to create deliverables for various client types, as Colab serves a diverse population of business leaders, community leaders, and University clients.

APPLY

Visit lsc.colostate.edu/services/colab/apply-to-work-at-colab/ and submit cover letter, resume, and a minimum of three design samples.