

Graphic Designer
West Valley-Mission Community College District

Direct Link: <https://www.AcademicKeys.com/r?job=248392>

Downloaded On: Nov. 21, 2024 2:52pm

Posted Nov. 7, 2024, set to expire Dec. 3, 2024

Job Title	Graphic Designer
Department	
Institution	West Valley-Mission Community College District Saratoga, California
Date Posted	Nov. 7, 2024
Application Deadline	12/03/2024
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Administration - Other
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Job Description

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Graphic Designer

Closing Date: 12/3/2024

Definition:

The Department of Marketing and Communications is seeking a creative and talented individual to fill the position of Graphic Designer, Full-Time.

West Valley College is part of the West Valley-Mission Community College District. Designated as a Hispanic Serving Institution, West Valley College enrolls about 15,000 students annually and is

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minutes away from the heart of the Silicon Valley in a beautiful, tranquil, park-like setting on 143 acres. The student population represents diverse communities from the cities of Saratoga, Campbell, and Los Gatos. Detailed information about the student population, including data related to student success, can be found on the [Office of Institutional Effectiveness and Research](#) webpage.

Under the direction of the Director of Marketing and in coordination with the College President, the Graphic Designer will perform a variety of duties in the development and creation of media. The designer supports the colleges marketing function by producing a variety of graphic material for instructional, student support, and administrative use. For example, the person in this position is responsible for design and production work using a variety of techniques and media, such as print and digital advertisements, brochures, pamphlets, handbooks, viewbooks, presentations, charts, reports, graphs, posters, billboards, banners, maps, teaching guides, certificates, newsletters, books, presentation slides, films, and special forms. The Graphic Designer also creates promotional items including t-shirts, pennants, and mugs, and coordinates art direction for photo shoots, layout and editing of magazine wrap pages, and supports specialty items identified by areas, departments, and schools as being beneficial to growing enrollment. The Graphic Designer will oversee student interns (assistants) including selection, coaching and mentoring. This position collaborates with the Web Content Developer on the college websites page organization and design.

We are seeking a proactive and visible, collaborative, data-informed, knowledgeable graphic designer who thrives in a fast-paced and innovative environment. This person will exercise a high degree of initiative, judgment and self-management, discretion and decision-making to integrate organizational priorities, meet deadlines and achieve objectives. They will need the ability to work with a diverse group of stakeholders and model interpersonal skills and emotional intelligence.

In transferring students to four-year universities, West Valley College ranks in the top two of Silicon Valley colleges and number four among the twenty-eight Bay Area community colleges. The college is known for the quality of our academic programs and faculty, dedicated classified professionals, and equity-minded approach to student success. West Valley College inspires students to create a future for themselves so they can contribute to a world that needs their talents, drive, and enthusiasm.

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West Valley College is committed to addressing inequities and injustices, both societal and institutional, and so recognizes that institutions of higher education have colluded, harmed, and remained complacent in upholding aspects of white supremacy, ableism, patriarchy, and other systems of oppression. The West Valley College community is committed to long-term equity, social justice, and racial justice work which will transform individuals, the institution, and the greater community. As a collective community, we embrace accountability and will act with courage, grace, and humility in fulfilling our commitment to learning and unlearning.

Applicants who possess the knowledge, skills, and life experiences to address the cultural and educational needs of culturally diverse student population are encouraged to apply.

Assignment:

100% of full time, 37.5 hours per week, 12 months per year, with anticipated start date of February 2025. Schedule may change to include some evening or weekend hours, as needed. This position is represented by the West Valley-Mission Classified Employees Association (WVMCEA), Office, Technical & Business Services Employee Unit.

Work Location: West Valley College, Saratoga, CA

Salary and Benefits:

Anticipated Hiring Range:

- \$6,980.67-\$7,628.08 monthly (WVMCEA Salary Schedule, Range 61, Steps A-C).

Benefits include:

- Employer-contributed medical, dental and vision for employee, spouse, and/or dependents.
- Employer-paid long term disability for employee.
- Employer-provided life insurance.
- 14 paid holidays, plus 1 floating holiday annually; paid non-workdays between Christmas and New Year.
- 12 days vacation leave accrued annually; rate increases step-wise up to maximum 22 days vacation leave accrued annually.
- 12 days sick leave accrued annually.
- Personal necessity leave and personal business leave.

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- Educational growth incentive program from \$45 to \$225 monthly.
- \$1000 longevity award annually after 10 years of service and \$1,500 longevity award annually after 15 years of service.
- CalPERS retirement.
- Position is union affiliated.

Minimum Qualifications:

Any combination of experience and education that would provide the required knowledge and abilities is qualifying. A typical way to obtain the required knowledge and abilities would be:

- Experience: Two years of responsible professional graphic design experience.
- Education: Equivalent to a Bachelors degree from an accredited college or university with major coursework in graphic arts or a related field.

AND

Understanding of, and sensitivity to the diverse academic, socio-economic, ethnic, religious and cultural backgrounds, disability, and sexual orientation of community college students, faculty, and staff.

Desired Qualification:

The ideal candidate will also demonstrate the following desired qualification(s):

- Proficient in Adobe, Illustrator, InDesign, Photoshop, and website design tools.
- Ability to create graphics in multiple formats for print or digital.
- Experience in leading projects and activities related to college events, outreach and recruitment, donor foundation, promotional items, and service area needs.
- Expertise in developing and implementing projects and activities related to presidential communications, community magazines, templates, and signage.
- Experience in how to create multilingual guidelines and graphic identity standards for visual design and written content for publications, advertising, collateral materials, new media and websites.
- Ability to upload, monitor and update posts on social media platforms (Facebook, Instagram, LinkedIn, Twitter, etc.) as needed.
- Knowledge of social media and experience in implementing strategies that will increase brand visibility and traffic across all social media platforms, which includes local community engagement.

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- Awareness of institutional planning as it relates to college priorities, education master plan, accreditation, community services, and student demographics.
- Demonstrated expertise in written communication.
- A well-informed educational philosophy as well as demonstrated listening skills and experience as a successful employee who can deliver on desired outcomes.
- Ability to speak and write in one or more languages other than English

Knowledge and Abilities:

Knowledge of:

- Principles, methods, materials, and techniques of graphic design.
- Principles and techniques of photography, including composition, lighting, printing, and color separation.
- Principles and practices of marketing and advertising; appropriate methods, tools, techniques, and venues for print, web/electronic, outdoor, display, and other media.
- Software applications specific to graphic design.

Abilities to:

- Develop, create, design, and produce a variety of graphic materials and media used in college communications and marketing.
- On a continuous basis, know and understand all aspects of the job; intermittently analyze work papers, reports and special projects; identify and interpret technical and numerical information; observe and problem solve operational and technical policy and procedures.
- On a continuous basis sit at desk for long periods of time; intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone; write or use a keyboard to communicate through written means; and lift or carry weight of 10 pounds or less.
- Research and utilize new and emerging marketing and advertising methods and venues, including internet and social media tools.
- Interpret charts, graphs and qualitative/quantitative data in order to perform research into optimal media placements for targeted demographic groups.
- Develop budgets and cost estimates for graphic design projects.
- Use sound judgment in recognizing scope of authority.
- Operate and use modern office equipment including computers and applicable software.
- Maintain regular attendance and adhere to prescribed work schedule to conduct job responsibilities.

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- Utilize appropriate safety procedures and practices for assigned duties.
- Communicate effectively orally and in writing.
- Relate effectively with people of varied academic, cultural and socio-economic backgrounds using tact, diplomacy and courtesy.
- Establish and maintain effective, cooperative, and collaborative working relationships with others.

Examples of Duties and Responsibilities:

Duties may include, but are not limited to, the following:

- Plan, design, and develop original illustrations, diagrams, certificates, charts, forms, and other graphic art related materials.
- Obtain quotes and place media advertising with outside vendors; formulate, coordinate, and produce marketing initiatives for assigned college.
- In conjunction with other college staff, research, plan, design, and produce a variety of informational and promotional materials for college programs and services.
- Produce college schedule of classes.
- Coordinate large-scale mailings of class schedules, postcards, and marketing materials and information.
- Operate computers and software specific to graphic design, including digital photo manipulation; manage electronic records and data related to projects.
- Build and maintain positive working relationships with co-workers, other district employees, and the public using principles of good customer service.
- Foster an environment that embraces diversity, integrity, trust and respect.
- Be an integral team player, which involves flexibility, cooperation and communication.
- Perform related duties as assigned.

Working Conditions:

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Other Duties:

Application Information:

Physical Demands:

Applicant Information:

APPLICATION INFORMATION:

- Interested applicants must submit online all materials requested, including: (1) A completed online West Valley-Mission Community College District application; (2) Supplemental application questions; (3) Resume; (4) Unofficial copies of transcripts, if requested; (5) Cover letter and/or reference list, if requested; and (6) Any requested licenses or certificates, if applicable.
- All sections of the online application, including Education and Educational Work History, must be completed thoroughly.
- Supervisor(s) name(s) and telephone numbers must be included in the application.
- Incomplete applications will not be considered.
- Do NOT send unrequested materials. Unrequested materials will be removed from your application and will not be used for consideration of employment.
- The employment application and supporting documents represent you; it is to your advantage to fill out the application form carefully and completely.

ABOUT TRANSCRIPTS:

- If a minimum requirement is possession of a degree, then a copy of transcripts is required to be included with your application to verify the degree being awarded. If no transcripts are included, the application may be screened as not meeting minimum requirements.
- Should the minimum qualifications state "any combination equivalent to," then additional relevant work experience may substitute for education. In this case, please upload a document stating such in the Required Transcripts document field.
- Degrees must have been awarded by a college or university accredited by an accrediting body recognized by the U.S. Council on Post-Secondary Accreditation and/or the U.S. Department of Education.
- Candidates with degrees earned outside of the United States must provide official certification of equivalency to U. S. degrees by a certified U. S. credential review service, must have a U.S. evaluation (course by course of the transcripts) and must be submitted with this online application.

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- If you do not have an electronic version of the transcript, you can get it scanned at an office supply or copy store; then attach the electronic version of your transcript to this online application.
- Copies of diplomas, grade reports, graduation petitions, transcript evaluations requests, or similar documents WILL NOT be accepted in lieu of transcripts.
- Encrypted, secured, or password-protected attachments cannot be uploaded.

For reasonable accommodations and assistance, contact:

Office of Human Resources, Attn: Recruitment

14000 Fruitvale Ave, Saratoga, CA 95070

Phone: (408) 741-2171 Fax: (408) 741-2564

Email: jobs@wvm.edu

Selection Process:

SELECTION PROCESS INFORMATION:

- After the deadline date, a committee will review and evaluate applications and supporting materials to select the applicants to be interviewed. Meeting the minimum qualifications does not assure the candidate an interview.
- All candidates will receive an e-notification to acknowledge receipt of their application materials. If not contacted within 3-6 weeks following the close of the recruitment, no suitable match was determined at this time.
- Travel expenses to attend first-level interview are the responsibility of the candidate.
- Application materials become the property of the District and will not be returned or duplicated.
- The District may choose to re-advertise or indefinitely delay filling a position. Some positions may include first and second level interviews.
- The District reserves the right to contact former, current, the most recent employers, and others to investigate past employment records of applicants.
- Any tentative verbal offer of employment is contingent upon formal approval of the college Governing Board.
- Upon hire the successful candidate must provide the required documents of identity and authorization to work and attest he/she is authorized to work in the United States.
- The District **DOES NOT** provide visa sponsorship.

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EEO STATEMENT:

West Valley-Mission Community College District is an Equal Opportunity Employer that seeks to employ a diverse workforce who will contribute to an inclusive and welcoming educational and employment environment. The District is committed to nondiscrimination on the basis of ethnic group identification, race, color, national origin, religion, age, sex, physical disability, mental disability, genetic information, ancestry, gender identity, gender expression, sexual orientation, language, accent, citizenship status, transgender status, parental status, marital status, economic status, military or veteran status, and medical condition consistent with applicable federal and state laws.

Special Instructions to the Applicant:

Posting Number: FY22/23-233FT

Open Date: 11/05/2024

Close Date: 12/03/2024

Open Until Filled: No

For more information on this position and to apply, please visit our website at the following link:

wvm.peopleadmin.com

West Valley-Mission Community College District is an Equal Opportunity Employer.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

N/A

West Valley-Mission Community College District

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