

Principal Visual Designer (Graphic Designer)
West Valley-Mission Community College District

Direct Link: <https://www.AcademicKeys.com/r?job=268522>

Downloaded On: Nov. 19, 2025 1:56pm

Posted Nov. 19, 2025, set to expire Dec. 9, 2025

Job Title Principal Visual Designer (Graphic Designer)
Department Department of Marketing and Communications
Institution West Valley-Mission Community College District
Saratoga, California

Date Posted Nov. 19, 2025

Application Deadline 12/09/2025

Position Start Date Available immediately

Job Categories Professional Staff

Academic Field(s) Administration - Other

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Apply By Email

Job Description

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Principal Visual Designer (Graphic Designer)

Closing Date: 12/09/2025

Definition:

The Department of Marketing and Communications is seeking a creative, strategic, and highly skilled Principal Visual Designer (Graphic Designer) to join our dynamic team. This position serves as the colleges primary graphic designer and brand steward, guiding the visual identity of West Valley College across all platforms and ensuring design excellence that reflects the institutions mission and values. The Principal Visual Designer (Graphic Designer) will play a key role in the colleges upcoming brand

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update, contributing to the look, feel, and evolution of West Valley Colleges refreshed visual identity.

West Valley College, part of the West Valley-Mission Community College District, is a designated Hispanic Serving Institution enrolling approximately 15,000 students annually. Located minutes from the heart of Silicon Valley, the college sits on a tranquil, park-like 143-acre campus in Saratoga. Our students represent diverse communities from across the region, including Saratoga, Campbell, and Los Gatos. Learn more about our student population and success data on the Office of Institutional Effectiveness and Research webpage.

Under the direction of the Director of Marketing and Communications, the Principal Visual Designer (Graphic Designer) will perform a wide range of creative duties in the development and execution of design projects. This includes conceptualizing, designing, and producing visual materials-such as print and digital advertisements, brochures, reports, banners, social media graphics, outreach materials, and other marketing collateral-that support the colleges instructional, student support, and administrative priorities.

The Principal Visual Designer (Graphic Designer) will also collaborate on art direction for key initiatives such as photo shoots, campus publications, and major campaigns, ensuring consistency with West Valleys visual identity. The role involves coordinating with writers, photographers, and the Web Content Developer to align brand storytelling across digital and print environments.

We are seeking a proactive, collaborative, and detail-oriented design professional who thrives in a fast-paced and innovative environment. The ideal candidate will bring strong aesthetic judgment, data-informed decision-making, and a passion for inclusive, equity-centered design. This person must be adept at balancing creativity with strategy, working effectively with diverse stakeholders, and modeling professionalism and emotional intelligence.

In transferring students to four-year universities, West Valley College is ranked number one in transfer in Silicon Valley and the Bay Area and number four in California out of 116 community colleges. Our reputation is built on academic excellence, a dedicated team of faculty and staff, and a deep commitment to equity and student success.

West Valley College acknowledges the historic inequities within higher education and is actively engaged in long-term work toward equity, social justice, and racial justice. We embrace accountability and act with courage, grace, and humility in our shared commitment to learning, unlearning, and transformation.

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

Assignment:

100% of full time, 37.5 hours per week, 12 months per year, with anticipated start date of February 2026. 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:

- \$7,329.67 - \$8,009.50 monthly ([WVMCEA Salary Schedule](#), Graphic Designer classification, 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.
- Educational growth incentive program from \$45 to \$225 monthly.
- \$1000 longevity award annually after 10 years of service and \$1,500 longevity award annually

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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):

- Advanced proficiency in Adobe Creative Suite (Illustrator, InDesign, Photoshop) and website design tools.
- Ability to create high-quality graphics in multiple formats for both print and digital applications.
- Proven experience leading design projects that support college events, outreach and recruitment efforts, donor and foundation initiatives, promotional items, and service-area marketing needs.
- Expertise in developing and implementing visual communication projects related to presidential communications, community magazines, design templates, and campus signage.
- Experience creating multilingual design and brand guidelines, including graphic identity standards and best practices for publications, advertising, collateral materials, digital media, and web platforms.
- Ability to manage, monitor, and update content across social media platforms (Facebook, Instagram, LinkedIn, X/Twitter, etc.) as needed.

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- Knowledge of social media strategy and demonstrated success in implementing campaigns that strengthen brand visibility, engagement, and community reach.
- Awareness of institutional planning and priorities, including the Educational Master Plan, accreditation standards, community services, and student demographics.
- Exceptional written communication skills and the ability to produce clear, engaging, and brand-consistent content.
- Strong interpersonal and listening skills, with a well-informed educational philosophy and a track record of collaboration and accountability in achieving desired outcomes.
- Ability to speak and write in one or more languages other than English is highly desirable.

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

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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.
- 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.

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- 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.
- 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.
- When uploading transcripts, please ensure they are NOT encrypted, secured, or password-protected or they will be rejected by the system.

For reasonable accommodations and assistance, contact:

Office of Human Resources, Attn: Recruitment

14000 Fruitvale Ave, Saratoga, CA 95070

Phone: (408) 741-2174 Fax: (408) 741-2564

Email: Careers@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

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authorization to work and attest he/she is authorized to work in the United States.

- The district does not provide visa sponsorship.

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: FY22/23-299FT

Open Date: 11/18/2025

Close Date: 12/09/2025

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.

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Contact

N/A

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