

STUDENT PROGRAMS & ENGAGEMENT

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BENTLEY UNIVERSITY

HYPE Team – Graphic Design Specialist Job Description

Title: Graphic Design Specialist

Supervisor: Program Coordinator of Student Programs & Engagement

Pay Rate: \$12.75 / Hour

Position Summary

Graphic Design Specialists are part of the Creative Team, which is primarily responsible for the design elements for the Student Programs & Engagement department program marketing. Student Programs & Engagement programs include departmental events, TNT programs, student organization events, and other annual social, educational, and celebration programs for the student body. Graphic Design Specialists create graphic designs and visual marketing materials to advertise upcoming engagement opportunities for the Bentley community.

Responsibilities

- Design visual graphics, including event posters, infographics, social media graphics, and other promotional content to be used for both print and digital marketing of programs.
- Communicate departmental brand through visual content beyond individual program marketing. This may include departmental marketing collateral, including apparel, signage, brochures, and other visual content.
- Meet regularly with the Creative Director and other staffs to ensure successful completion of projects. Work with the Creative Director to obtain copy approval.
- Meet with potential student organizational clients regarding special projects and organizational initiatives that may include logo and brand style guide creation.
- Create content for and communicate frequently with TNT for program promotion.
- Ensure a consistent and cohesive departmental brand is used in all marketing materials.
- Attend scheduled Creative Team meetings to review project assignments.
- Attend regular one-on-one meetings with the Creative Director, HYPE Director, and/or Program Coordinator.
- Other duties as assigned by the Student Programs & Engagement Professional Staff.

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Scheduled Shift Times

HYPE staff members are required to hold two office hours each week within the Student Center between the hours of 8:30 AM – 4:30 PM, Monday – Friday. Scheduled office hours remain the same each week. Additional shifts include all work completed outside of office hours, including event coverage, photo and video editing, and graphic creation. Staff are permitted to work between 8-10 hours per week. Event coverage shifts are available to be picked up as needed.

Qualifications

- Must have advanced skills in Adobe Creative Suite applications, including Photoshop, InDesign, and Illustrator, as well as knowledge of document set-up, print setting management, and large format printing.
- Must have an understanding of marketing trends, terminology and strategy.
- Must have the ability to be creative, flexible, collaborative, and take initiative in developing new and innovative ways to engage students via campus marketing campaigns.
- Must be able to work with short deadlines, while managing multiple project deadlines.
- Must have keen attention to detail and the ability to give and receive feedback.
- Must have the ability to communicate with team and supervisor on a regular and frequent basis, both in-person, and remotely.
- Must be a reliable, trustworthy, team player who will be a contributing member of the staff.
- Must have the ability to manage several projects at once.
- Must act in a professional manner and as a positive representative of the department.
- Must follow all HYPE and Student Programs & Engagement employment policies.
- Must attend all HYPE staff meetings and trainings. HYPE staff are expected to return to campus early for mandatory training at the beginning of each semester.
- Must remain an enrolled undergraduate student at Bentley University, in good academic and judicial standing with the university throughout the length of employment. Current staff members can apply to return to the staff during their graduate year(s).

Mandatory Dates

Fall Semester Training: August 23-30, 2020

Spring Semester Training: January 14-17, 2021

Staff Meetings: Tuesday or Wednesday, 2:00 PM – 3:00 PM, once a month

- Attendance at all mandatory dates is expected from staff members. Candidates must address any potential conflicts during the interview process.
- Prior approval must be requested and granted in order to miss a mandatory obligation.
- Training dates are tentative. Please check with your supervisor before making travel arrangements.

Supplemental Application Materials

Graphic design samples required with your application.