

Marketing Specialist, Graphic Design

Westminster College, a selective liberal arts college located in New Wilmington, Pennsylvania, seeks a creative team member with superior graphic design skills. The successful candidate will be responsible for the look of all materials designed to engage prospective students and their families, including print and online materials. This position reports to the Chief Information Officer in the Office of Marketing & Communication and works closely with the Office of Admissions.

Primary Responsibilities

- Creates visual content for use across Westminster's channels, including print materials, emails, social media platforms and events.
- Designs and produces creative and engaging print materials for prospective students and families, including viewbooks, brochures, postcards and handouts.
- Sets editorial, production and printing schedules for print materials working closely with Admissions personnel, Marketing & Communication staff, and printers to ensure that publishing deadlines are met.
- Designs creative and engaging stand-alone emails and email campaigns for prospective students and families using a CRM (Slate by Technolutions).
- Creates visual elements for use on a variety of channels, including web pages, social media platforms, videos and flags/banners.
- Ensures all recruitment materials are on-brand, creative, consistent and adapted appropriately to various media channels.
- Thinks strategically about how to communicate with various audiences and uses market research to develop strategies that will drive student recruitment.
- Assists with other Office of Marketing and Communications efforts as assigned.

Qualifications

- Bachelor's degree in graphic design, digital media, communications, marketing, public relations or related field.
- Proficiency in graphic design and graphic design software, including the Adobe Creative Suite (Illustrator, Photoshop, InDesign, etc.).
- Ability to work independently and with others in a team environment.
- Ability to work on multiple projects simultaneously and to work under pressure with tight deadlines and/or changing circumstances.
- Experience in copy writing, editing, photography and/or videography is preferred, but not required.

To Apply

Interested individuals should submit a cover letter, resume, two design samples, and the names and contact information for three work-related references by email to marketing@westminster.edu. For full consideration, application materials must be received by August 19, 2022. An offer of employment is contingent upon the successful completion of an extensive background check. Westminster College is an equal opportunity employer, enhancing learning through diversity and inclusion.