

UC Graphic Designer

Department: James R. Connor University Center

Reports To: University Center Marketing Coordinator

Hours per week: Approximately 10-15 – M-F

Starting Wage: \$9.25 per hour

High Impact Practice – By incorporating classroom learning into hands-on work experiences as well as providing supervision and coaching, students gain the necessary tools to grow and contribute as professionals. This engagement leads to increased rates of retention, graduation, and job placement.

Position Summary

University Center Graphic Designers are responsible for maintaining the James R. Connor University Center image. They develop images that creatively represent the UC brand and assist in promoting its services. UC Graphic Designers work collaboratively with departments including Information Services, the HawkCard Office, Roberta's Art Gallery, Ticket Services, UC Reservations, UC Entertainment, UC Administration, Warhawk Alley, and other building stakeholders. Each Graphic Designer will be assigned to specific UC departments and will be responsible for managing departmental Integrated Marketing Communications Campaigns. Graphic designers will be required to work with the UC Marketing Assistants and the UC Video Production Assistant to create artwork and campaign elements for their departments.

Tasks (and Corresponding LEAP Essential Learning Outcomes)

UC Graphics & Marketing strives to help students develop the following Essential Learning Outcomes, defined by AAC&U, through High Impact Practices including Internships, and collaborative assignments and projects.

Intellectual and Practical Skills

- Designs Integrated Marketing Communications Campaign artwork for the James R. Connor University Center departments (pieces include posters, flyers, digital signage, table tents, social media images, quarter sheets, shirts, web banners, and invitations)
- Creates and maintains general building information including permanent signage, artwork, brochures, maps, banners, and postings
- Serves as an account representative for assigned departments and manages departmental goals in conjunction with UC Integrated Marketing Communications Campaign objectives
- Demonstrates time management by arriving to work on time

Personal and Social Responsibility

- Builds relationships between UC departments and building stakeholders
- Works collaboratively with the Marketing Assistants and Video Production Assistant to create a cohesive campaign for departments
- Manages multiple projects for a diverse range of clients while meeting deadlines
- Responds positively to brainstorming and client feedback
- Lives the UC brand image through the 6 Keys of Exceptional Customer Service
 - *Smile and Greet, Appearance, Competence/Knowledge, Communicate, Go the Extra Mile, Say "Thank You" and "You're Welcome"*

Integrative & Applied Learning

- Assists in the development and maintenance of the University Center brand and the integrity of the UC logo
- Creates imaging and promotions that align with UW-Whitewater Identity Standards
- Implements designs and projects that expand upon theories and software programs discussed in classes
- Works collaboratively with other artists and contributors to produce large-scale projects and campaigns
- Evaluates, updates, and implements current office procedures

Knowledge of Human Cultures and the Physical and Natural World

- Works with UC departments to create artwork representing various backgrounds, cultures, and beliefs
- Interacts with and markets to students and staff from diverse backgrounds, cultures, and beliefs
- Attends/documents UC sponsored events
- Works collaboratively with UC departments

Additional Opportunities

- Opportunities to participate in regional and international graphics competitions and conferences
- Opportunities to participate in the UC Student Marketing Committee

Minimum Qualifications

- Must be a registered UW-Whitewater student and enrolled at least half time
- Must maintain an overall GPA of 2.0 or higher
- Must have working knowledge of Adobe Illustrator

Both Work Study and Regular Pay candidates will be considered.

UW-Whitewater is an equal opportunity/affirmative action employer. We promote excellence through diversity and encourage all qualified UW-Whitewater students to apply.

Contact Information

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