



SCHOOL OF PUBLIC HEALTH

Graphic Designer and Creative Media Coordinator University of Maryland School of Public Health

The University of Maryland School of Public Health seeks an experienced, talented graphic designer and creative media coordinator to join our communications team and support the marketing and communications goals of the school.

The ideal candidate should have a solid foundation of professional experience in graphic design for print, web, social media and email and be a self-motivated, inspired and detail-oriented individual who enjoys working collaboratively, has an interest in public health and can execute multiple projects simultaneously with minimal supervision.

The incumbent will conceptualize, design and implement high-quality visual communications for the school's key internal and external audiences. This includes developing fresh and innovative print, digital and multimedia concepts. He/she/they will work with members of the SPH communications office, the school's six departments and several research centers, and external vendors to create and implement print, web, email and social media collateral that follow university brand standards.

The SPH communications office publishes a monthly e-newsletter; develops print publications for events and annual reports; manages alumni communications; maintains an active social media presence; produces research news releases and feature stories for a dynamic website; and manages media relations for the school.

Essential Duty/Responsibility (1): Graphic design – print, web and interactive –
Percentage (1): 60

- Design print and digital visual communication projects and manage their production using best practices in graphic design and university brand standards.
- Manage offset and digital printing to produce high-quality materials.
- Contract for quality printing services at reasonable cost.
- Create, design, and track promotional products for department or school events through appropriate and approved university licensing vendors.
- Create and improve web pages, online apps, and interactive graphics.
- Work with our web development consultants to improve user interface design.
- Lead and develop web-based photographic, video, and infographic projects.
- Keep up to date and fluent with the latest graphic design software and technology.
- Oversee the college's graphic identity program, prepare college publications for review/approval/production, and serve as liaison to outside consultants and campus designers.

Essential Duty/Responsibility (2): Videography/Photography
Percentage (2):-15%

- Serve as the primary photographer/videographer for the School of Public Health.
- Edit photographs and video for SPH marketing materials and work collaboratively with faculty and staff to produce video recordings as needed.

Essential Duty/Responsibility (3): Digital asset management & social media management
Percentage (3):15%

- Acquire images from outside sources (e.g., stock photography).
- Archive digital content. Develop and maintain an archive that is searchable, sustainable, and user friendly.
- Strategically plan for and produce visual content for social media. Help to develop strategies to increase visibility and engage audiences, and adopt appropriate new social media platforms.

Essential Duty/Responsibility (4): Administrative –
Percentage (4): 10%

- Manage relationships with freelancers.
- Assure compliance with copyright rules and photo/video release waivers.
- Actively participate in project planning meetings as needed, and act as a client services liaison with clients, including tracking and resolving customer needs.
- Seek production bids and work with printers, mail houses and other vendors for pricing and production schedules.
- Direct professional photo shoots as needed.
- Support other projects/marketing needs, as required.

Minimum Qualifications: A bachelor's degree is required, preferably in graphic design or related field. Applicants must exhibit excellent design, organizational, writing and interpersonal skills. Required knowledge, skills and abilities include:

- Minimum 2-3 years of professional design experience in both print and electronic media.
- Intermediate to advanced skills with Adobe Creative Cloud applications, particularly InDesign, Photoshop, Premiere and Illustrator.
- Be proficient in social media.
- Working knowledge of HTML and CSS, web and responsive design, content management systems, user experience and user interface design practices.
- A high level of quality control through reviewing, editing and proofing own work.
- Ability to build productive, cooperative relationships with colleagues, faculty and staff members, and vendors.

Preferences:

- Have a diverse and creative portfolio of print, digital, web and social media samples.
- Have a thorough understanding of all standard industry printing requirements.
- Have a working knowledge of video editing software.
- Be able to handle requests with short turnaround times.
- Have knowledge of or a strong interest in health communication best practices and the culture of academic research.
- Experience working in a higher education environment.
- Have a love or appreciation for public health.

Applicant is required to submit a portfolio that demonstrates exceptional skill and creativity in typography, layout, color, form and composition. Applicants must provide 3 PDF samples of their work or a portfolio link.

Visit <https://ejobs.umd.edu/postings/63896> to apply.