

Job Description

Job Title: Multimedia Designer

Department: Advancement

Employee Name: TBD

Reports To: Director of Marketing & Communications

Pay Status: Non-Exempt

Position Status: Full Time

Approved By:

Brandi Wood

Position Summary: The Multimedia Designer is responsible for graphic design across a broad range of university communications, including social media content, print materials, campus digital displays, and official university publications. This individual will also support the university's multimedia needs by capturing photography and video at campus events and will maintain the Creative Services studio and equipment inventory.

Truett McConnell University is committed to the integration of Christian faith and academic excellence. The Creative Services Specialist is expected to embrace and embody TMU's Christian mission, reflecting those values in all creative work and campus engagement.

Primary Responsibilities/Essential Job Functions:

Graphic Design (*Primary Function*)

- Design and produce visual content for university social media platforms (Facebook, Instagram, X, LinkedIn, etc.)
- Create print materials including flyers, brochures, banners, and promotional collateral
- Design and update content for campus digital signage
- Lead design, layout, and production of the university's publications (published twice annually), coordinating with Advancement staff and campus departments for content
- Ensure all design work adheres to TMU's established brand standards
- Collaborate with the Marketing Director and Advancement team to develop creative concepts and campaigns
- Manage multiple design projects simultaneously while meeting deadlines

Photography & Videography

- Capture high-quality photography and video content at university events
- Edit and process photo and video assets for use across digital and print platforms
- Build and maintain a well-organized digital archive of photography and video assets
- Coordinate with the Marketing Director to plan coverage for key university events, admissions, athletics, and academic milestones

Studio & Equipment Management

- Maintain a detailed inventory of all Creative Services studio equipment, including cameras, lighting, audio, and production tools
- Perform routine upkeep and basic maintenance of studio equipment; coordinate repairs or replacements as needed
- Ensure the studio workspace is organized, functional, and ready for production at all times

Administrative & Collaborative Responsibilities

- Attend regular team meetings with the Marketing Director and Advancement staff
- Communicate proactively with university departments to gather content, approvals, and project feedback
- Stay current with design trends, tools, and best practices to continuously improve the university's creative output
- Assist with additional projects and duties as assigned by the Marketing Director

Knowledge, Skills, and Abilities:

- Must be proficient in Microsoft Office and Adobe Creative Suite
- Ability to work independently and as part of a team
- Ability to perform in a fast-paced, multi-tasking environment and meet deadlines

Work Environment/Physical Requirements of the Job:

- Ability to sit for extended periods while working at a computer workstation
- Ability to lift and carry studio equipment (up to 30 lbs.)
- Ability to stand, walk, and move around campus during events for extended periods
- Flexibility to work occasional nights, weekends, and offsite functions as needed

Minimum Education & Experience Requirements:

Required

- Bachelor's degree in Graphic Design, Visual Communications, Digital Media, or a closely related field
- Demonstrated proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, and/or After Effects)
- Strong portfolio demonstrating experience in graphic design across print, digital, and social media platforms
- Experience with photography and videography; ability to capture, edit, and deliver professional-quality content
- Ability and willingness to work evening and weekend events as needed
- Strong organizational skills and the ability to manage multiple projects and deadlines simultaneously
- Excellent communication and interpersonal skills; ability to collaborate effectively with diverse campus stakeholders
- Committed to the Christian mission of Truett McConnell University and able to work within its values and culture

Preferred

- 5+ years of professional experience in graphic design, marketing, or a related creative role
- Experience with brand management and adherence to institutional style guides
- Knowledge of print production processes and vendor coordination
- Basic knowledge of web design principles and social media best practices