

DESIGNER AND MARKETING SPECIALIST

The Buffett Early Childhood Institute at the University of Nebraska is seeking applications from qualified individuals for the position of Designer and Marketing Specialist to assist in the Institute's comprehensive communications and public education initiatives.

The Designer and Marketing Specialist is responsible for generating creative concepts and designing communications and marketing materials for both print and digital formats. The designer will also oversee creative production processes, working closely with vendors such as printers, videographers, and photographers. The position will work with the Director of Communications to support the Institute's comprehensive communications and public education initiatives.

Buffett Early Childhood Institute Profile

Envisioned as a new model for how public higher education is engaged in the first years of life, the newly established Buffett Early Childhood Institute is a four-campus, university-wide, multidisciplinary research, education, outreach, and policy institute of the University of Nebraska committed to helping transform early childhood development and education in Nebraska and across the nation.

The long-term goal of the Institute is to be a leading center where scholars, practitioners, community members, and policymakers collaborate to advance a unified approach that can improve the lives of young children and families and the systems that support them.

Applicants should note that the goals of the Institute are university- and state-wide, but the location of the Institute administration is at the University of Nebraska Omaha (UNO).

Job Responsibilities

- Generate creative concepts and designs for print and digital formats. Examples include reports, brochures, print invitations, email invitations, flyers, event programs, social media graphics, and web graphics, among others.
- Create HTML email templates and newsletters for email marketing campaigns.
- Enforce brand guidelines to ensure brand consistency across all platforms.
- Ensure all materials are produced within brand guidelines.
- Review work for technical and visual accuracy.
- Work closely with the Director of Communications and external vendors as needed to write video scripts.
- Capture video (or work with videographers to capture video) through interviews, scripted shoots, and site visits. Edit it to tell powerful stories.
- Shoot photos as needed. Use basic editing software to format for various platforms.
- Manage the Buffett Institute's photo library.
- Lead selection of creative vendors, including printers, videographers, and photographers. Prepare specs or needs assessments and manage bid processes. Obtain quotes, negotiate bids,

- and work closely with communications team to select vendors.
- Manage vendors throughout the production process, including day-to-day coordination, press checks, and delivery schedules.

Minimum and Preferred Requirements:

- Bachelor’s degree and a minimum of five years demonstrated success in a similar role (seven years preferred)
- Proficiency in Adobe Creative Suite Programs such as InDesign, Illustrator, and Photoshop.
- Intermediate experience with video production and editing, using programs like Adobe Premiere.
- Working knowledge of HTML, CSS, and other web technologies.
- Working knowledge of print production processes.
- Photography and photo-retouching experience a plus.
- Excellent written and oral communication skills.
- Experience working within a university setting is desirable but not necessary.
- Knowledge of early childhood issues is helpful but not essential.

An equivalent combination of education and experience from which comparable knowledge and abilities is acquired may be considered.

Successful candidates will exhibit the following traits:

- Ability to work independently and as a team member, recognizing that the responsibilities of this position include working under pressure.
- Independent judgment and self-direction to complete assigned tasks.
- Ability to prioritize work, handle day-to-day inquiries, and make decisions to move projects forward.

How to Apply

Application review begins immediately and continues until position is filled. Applications processed through the online job posting at <https://careers.nebraska.edu>. Follow instructions to complete the Applicant Profile. Along with the application, attach a cover letter, vita, and contact information for three professional references. Salary commensurate with experience.

Direct questions about the position to: humanresources@nebraska.edu. Direct questions about the online application process to: (402) 472-7990. **The University of Nebraska is an Affirmative Action/Equal Opportunity Employer and participates in E-Verify.**