

University of Nebraska Central Administration
Job Description

General Information

Working Job Title: Designer and Marketing Specialist	Job Family: PR and Marketing	Job Family Zone: Specialist (49343309)
Position Number:	Department Name: Buffett Early Childhood Institute	SAP Organization Unit Number: 50008150
Employee's Name:	Date of Last Update: 07/21/2017	Title of Supervisor: Director of Communications
SAP Personnel #:	Last Updated By: Maria Malnack	Name of Supervisor: Shannon Sherman

Position Summary

This position 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.

Duties & Responsibilities

Indicate % of time spent and indicate with an "*" the duties & responsibilities that are essential functions of this job. Arrange this list of duties in order of importance.	% of Time	Essential Functions
<p><i>Design:</i></p> <ul style="list-style-type: none"> • Generate creative concepts and design 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 e-mail 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. 	60	E
<p><i>Video & Photography:</i></p> <ul style="list-style-type: none"> • Work closely with the director of communications and as needed external vendors 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 photography as needed. Use basic editing software to format for various platforms. • Manage the Buffett Institute's photo library. 	20	E
<p><i>Production Management:</i></p> <ul style="list-style-type: none"> • 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. 	20	E

Zone Definition Factors

Nature/Complexity of Work

Perform work after consultation with supervisor to determine desired outcomes and direction. Requires the ability to work independently and as a team member, recognizing that the responsibilities of this position include working under pressure.

Problem-Solving/Decision-making

This position requires independent judgement and self-direction to complete tasks assigned; and the ability to prioritize work, handle day-to-day inquiries, and make decisions to move projects forward.

Strategic Impact

This individual is required to be proficient and conscientious when representing the office of the Buffett Institute at all times. Any errors reflect unfavorably on the individual, the Institute and potentially the university as a whole. The individual is accountable for taking appropriate steps to correct any errors.

Know How

- 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.

Interactions

Employee will work extensively with all staff at the Buffett Institute, UNCA, campus representatives, and other community partners.

Supervision

This position exercises no direct supervision over others.

This position receives direct supervision from the Director of Communications

Minimum Requirements

- Bachelor's degree and a minimum of five years demonstrated success in a similar role (seven years are 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.

Physical Requirements

1. **General Physical Requirements** Indicate the appropriate response for an eight hour day:

Indicate intermittent or constant

	Circle the appropriate number of hours									Intermittent	Constant
Sit	0	1	2	3	4	5	6	7	8	<u>6</u>	_____
Stand	0	1	2	3	4	5	6	7	8	<u>1</u>	_____
Walk	0	1	2	3	4	5	6	7	8	<u>1</u>	_____
Drive Motor Vehicle	0	1	2	3	4	5	6	7	8	_____	_____
Explain											

2. THIS POSITION REQUIRES:

	Occasionally (less than 2 hrs daily)	Between 2 - 5 hrs daily	Over 5 hrs daily
Squatting	<u>X</u>	_____	_____
Bending	<u>X</u>	_____	_____
Kneeling	<u>X</u>	_____	_____
Reaching	_____	_____	_____
➤ Overhead	<u>X</u>	_____	_____
➤ Forward	<u>X</u>	_____	_____
➤ Low	<u>X</u>	_____	_____
Twisting	<u>X</u>	_____	_____
Crawling	_____	_____	_____
Climbing	_____	_____	_____
➤ Ladder	_____	_____	_____
➤ Stairs	<u>X</u>	_____	_____
➤ Other	_____	_____	_____
Walking on rough ground	_____	_____	_____
Exposure to changes of temperature/humidity	_____	_____	_____
Exposure to dust/fumes/gases/chemicals	_____	_____	_____
Being near moving machinery	_____	_____	_____
Working from heights	_____	_____	_____

3. THIS POSITION REQUIRES EMPLOYEE TO:

	Indicate letter in appropriate Space:	LIFT=L	CARRY=C	PUSH=P
PULL-PL				
	Less than 2 hrs daily	Up to 2 hrs daily	Between 2-5 hrs daily	Over 5 hrs daily
11 - 24 lbs	<u>L, C, P, PL</u>	_____	_____	_____
25 - 49 lbs	_____	_____	_____	_____
50 - 74 lbs	_____	_____	_____	_____
75 - 100 lbs	_____	_____	_____	_____
* Over 100 lbs	_____	_____	_____	_____

* If the position requires the employee to handle over 50 lbs - please explain

4. POSITION REQUIRES USE OF HANDS OR SPECIAL TOOLS/EQUIPMENT FOR:

	RIGHT	LEFT	BOTH
Keyboarding	_____	_____	Yes
Filing	_____	_____	Yes
Other	Operation of a computer and office equipment.		
Explain:			

5. POSITION REQUIRES ATTENDANCE AT THE WORKPLACE = Yes

Job Family Zone Questionnaire

In Each Section, please select one answer that best describes your job:

Knowledge Skills and Abilities:

_____ Requires the ability to understand and apply basic job skills, knowledge of several work routines and the ability to apply such routines with minimal interpretation. May possess knowledge of other, related work activities within own functional area. May require the operation of routine equipment/tools. [1]

_____ Requires the ability to understand, interpret, apply and communicate information within a specialization and the ability to apply limited analysis in the completion of general functional procedures. May possess knowledge of work activities outside functional area. May require the operation of moderately complex equipment/tools. [2]

Requires the ability to utilize advanced information within a specialization. Within specialization, possesses the ability to assess/ analyze situations and make adjustments to achieve desired objectives. Possesses knowledge of work activities outside functional area. May require the operation of complex equipment/tools. [3A]

_____ Requires the ability to apply, integrate and communicate extensive theoretical information within a recognized professional field. Facilitates and/ or establishes the achievement of functional area objectives. Requires knowledge of all related functional areas. May require the operation of highly complex equipment/tools. [3B]

_____ Integrates extensive theories and techniques within related or diverse disciplines to achieve results and/ or establish overall strategic directions. Requires wide-ranging administrative and/or specialized knowledge. May require the operation of highly complex equipment/tools. [4]

Problem Solving/Decision-making:

_____ Decisions/problem resolutions are repetitive and simple and typically guided by standard operating policies and procedures/practices exist. Tasks are clear and specific to a single discipline. [1]

_____ Decisions/problem resolutions require gathering/reviewing information from several sources. Simple analysis of facts determines course of action to be taken within the limits of standard operating policies and procedures/practices. Tasks are varied and may cross several disciplines. [2A]

Decisions/problem resolutions require interpretation, discretion and judgment based on precedent or standard operating policies and procedures. Tasks are diversified and may require some creativity in dealing with unprecedented activities. [2B]

____Decisions/problem resolutions require synthesis/analysis in the use of theories and accepted principles. Programs/projects are governed by broad objectives, policies and/or theories. Requires the use of creativity in dealing with unprecedented activities. [3]

____ Decisions/problem resolutions require analysis and evaluation of major issues and courses of action impacting the overall direction of the functional area(s). Applies broad concepts and experience in making important decisions. May develop recommendations influencing long-term policies related to major organizational plans. [4]

Interactions:

____Regular contact involves receiving and/or referring inquiries as well as giving or obtaining routine information relating to work being done. Requires the use of common business courtesy. [1]

____Regular contact that involves giving or obtaining information as well as occasionally exchanging advice and opinions. Requires the use of common business courtesy, tact, discretion and some persuasion to maintain cooperative associations. [2]

 x Regular contact that involves exchanging advice and opinions as well as occasionally conveying conceptual ideas of a critical and/or long-range nature. Requires the use of judgment, timing, and persuasion to gain cooperation in the face of differences of opinion or controversy. [3]

____ Regular contact with major Programs/Teams or individuals. Overriding job requirement involves conveying conceptual ideas regarding matters of critical and long-range nature. Significant requirement for diplomacy, timing, and persuasion to gain concurrence or cooperation on operational issues in the face of significant differences of opinion or controversy. [4]

Supervision Received:

____Supervised by procedures or by supervisor through periodic monitoring of progress and performance. May have latitude to determine sequence of own work tasks to meet clearly established schedules. [1]

____Supervision by procedures or by supervisor through periodic monitoring of progress and performance. Determines sequence of own work tasks to meet established objectives. [2A]

____General direction by supervisor by checking on completed tasks. Establishes own work schedule to achieve program objectives. Makes recommendations to superior regarding efficient functioning of program. [2B]

 x Responsible for conducting specialized assignments or developing programs under only general direction and guidance. [3]

____ Extensive latitude to work independently in matters that have a broad effect on overall policies, programs and/or areas of specialization. [4]

Supervision Exercised:

____May provide incidental guidance to others. [1]

_____ Provides functional supervision that is usually limited to assigning/reviewing work or may serve as work team leader. [2A]

__x__ Serves as work team leader. Distributes, schedules, and monitors the progress or work tasks of the program or project. May be involved in the recommendation of personnel actions to manager. [2B]

_____Supervises the work of a project or program that may include hiring, discipline, transfers, promotions, or salary changes within a functional area. May integrate work of two or more programs or one major function/or project. [3]

_____Establishes performance standards for designated programs and/or areas of specialization. Directs staff to include hiring, discipline, transfers, promotions, and salary changes. [4]

Impact:

_____Actions and decisions in this job are limited to the scope of the job, which primarily affect the immediate work group, but occasionally may extend beyond the immediate work group. Errors reflect unfavorably on the individual and may have an adverse impact on the functional area. [1]

__X__Actions and decisions in this job have an impact which affects the immediate work group and also extends beyond the immediate functional area. Errors reflect unfavorably on the individual and the functional area.[2]

_____Actions and decisions in this job have discernible impact to the short-term performance of the Program/Team and exerts some impact to its long-term success. Errors reflect unfavorably on the individual, the functional area, overall business operations and potentially other functional areas. [3A]

_____ Actions and decisions in this job have significant impact to the short-term performance of the Program/Team and exert an impact to its long-term success. The job exerts a considerable impact on decisions and final results typically affecting either an entire functional area or a major university activity; and may have unique accountability for financial and program or project objectives. Errors effect business operations, services and other individuals which may require special interventions to correct. [3B]

_____Actions and decisions in this job exert broad and continuing impact on the future of one or more functional areas. The job exerts a major impact on decisions and final results affecting a major university activity; and/or has accountability for financial and program/project objectives and overall successes. Errors significantly interrupt business operations, services and potentially both internal and external constituents. [4]

Summary:	Zone Assignment= SPECIALIST
Authorization:	Name:
	Date:
Human Resources	
Supervisor:	
Administrator:	