



Opportunity: Hancher Auditorium at the University of Iowa

POSITION OVERVIEW

Department: Hancher Auditorium, Office of the Provost		
University Classification: Creative Coordinator	UI Job Code: PMD2	Pay Level: 3B
Working Title: Graphic Design Coordinator, Office of Performing Arts and Engagement		
Percent Time: 100% (40hrs/wk.)	Position Type: Regular P&S, Ongoing	
Administrative Supervisor: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Reports to: Brand & Design Director	
Compensation: \$43656-\$47500 anticipated hiring annual salary range; Competitive benefits		

POSITION SUMMARY

Assist the Brand & Design Director with design requests and marketing needs. Serve as graphic designer for office, maintaining brand knowledge and oversight. Assist with creating, updating, and managing printed and digital content for the department’s social media, website, and digital signage, as needed.

WHAT YOU DO

<p>Concept and Brand Identity</p> <ul style="list-style-type: none"> • Implement and maintain a brand identity for the Office of Performing Arts and Engagement • Communicate the Office of Performing Arts and Engagement brand effectively with internal and external stakeholders. • Responsible for creation of marketing and promotional materials
<p>Media and Materials Creation</p> <ul style="list-style-type: none"> • Create and design promotional and informational materials that increase the awareness and utilization of services, programs, and events. • Maintain a comprehensive knowledge of design platforms and software. • Demonstrate strong time management skills in completing design projects. • Create materials across platform – for print, digital/social media, signage and other mediums.
<p>Project and Production Management</p> <ul style="list-style-type: none"> • Work in tandem with staff of the Office of Performing Arts & Engagement and Hancher Auditorium on marketing and outreach efforts by assisting with design and content creation for multimedia digital platforms such as social media, web, and digital signage. • Communicate with and coordinate with counterparts across campus and the state of Iowa related to promotion of Office of Performing Arts & Engagement events. • Maintain relationships with vendors on-campus and off related to production of collateral materials. • Make strategic planning recommendations and ensure strategic goal attainment for marketing and communication-related initiatives. • Assist with management of social media platforms and channels.

HOW YOU DO YOUR JOB (learn more about competencies and proficiency levels [here](#))

<p>Creativity – Proficiency: <i>Extensive</i></p> <p><i>What this looks like:</i></p> <ul style="list-style-type: none"> • Challenges accepted ways of operating. • Maintains balance between innovation and pragmatism. • Monitors innovations in field and explores usefulness in own function. • Encourages, solicits, and rewards imaginative ideas. • Supports experimentation and accepts occasional setbacks or failures. • Finds new ways to approach problems.

Graphic Design – Proficiency: *Extensive*

What this looks like:

- Works with graphic design and development of a variety of publications.
- Implements different design media, formats, graphics, and presentation tools.
- Details steps in pre-production and production of computer graphics.
- Communicates design workflow and technical requirements to others.
- Integrates the application of design principles to different types of publications.
- Discusses cost considerations for various design alternatives.

Graphic Tools - Proficiency: *Extensive*

What this looks like:

- Works with a variety of graphics design and production tools.
- Uses and contributes to reusable graphics libraries.
- Creates and integrates graphics into a variety of presentation packages.
- Promotes the strengths and weakness of alternative graphics tools.
- Discusses cost factors and considerations of design and production.

PUBLISHING (Print and Digital) – Proficiency: *Extensive*

What this looks like:

- Publishes a variety of internal and external materials in print and electronic formats.
- Manages the design, layout, content and flow of multiple publications upon multiple platforms (i.e., print and electronic)
- Implements pre-production requirements for the production process.
- Discusses the benefits and drawbacks of various tools and approaches.
- Identifies key factors in matching service need with a set of print and electronic publishing tools.
- Analyzes cost considerations for various publishing alternatives.

UNIVERSITY EXPECTATIONS (see definitions and proficiency levels [here](#))

Collaboration/Positive Impact - Proficiency: *Working*

What this looks like:

- Shares appropriate information/feedback openly, professionally, and respectfully.
- Models open, respectful, accepting, and supportive behaviors with team members.
- Maintains productive work relationships while considering multiple perspectives and using effective conflict resolution practices.
- Aligns expectations for self and team to achieve work objectives and overcome obstacles.

Diversity, Equity and Inclusion – Proficiency: *Working*

What this looks like:

- Maintains productive work relationships while considering multiple perspectives.
- Demonstrates awareness of one's own and others' social identities (e.g. race, gender, disability status, religion, etc.) and their relevance in the workplace.
- Resolves cross-cultural conflicts effectively.
- Articulates the unit's commitment to diversity, equity and inclusion and the reasons for its importance.
- Engages in personal and professional development on issues related to diversity, equity and inclusion.

Service Excellence/Customer Service – Proficiency: *Working*

IOWA

What this looks like:

- Enhances service by seeking ways to add value to customer interactions/services.
- Demonstrates sincere concern and takes responsibility when a customer complains, even if the cause of the problem lies elsewhere.
- Listens to feedback without defensiveness and uses it to enhance communication effectiveness.
- Communicates in alternative ways to accommodate different listeners.

QUALIFICATIONS YOU BRING

Required:

- A bachelor's degree from an accredited college or university; or an equivalent combination of education and experience
- Minimum of 1 year working in marketing, graphic design, or similar creative field

Demonstrates a **WORKING proficiency** level in:

- Ability to combine text, photos, and other visual elements to create compelling visual communications
- Ability to adapt new content to existing brand standards and design templates
- Ability to work independently while communicating progress
- Multi-page document layout and design in Adobe InDesign
- Photo editing in Adobe Photoshop
- Logo or vector graphic creation in Adobe Illustrator
- Presentation design in Microsoft PowerPoint
- Maintaining organized file structure
- Down-to-the-pixel attention to detail

Desired:

Demonstrates a **WORKING proficiency** level in:

- Interest in the performing arts (broadly defined)
- Event photography and/or videography
- Video editing
- Video motion graphics
- Understanding of UX design for web.

ABOUT THE DEPARTMENT

The [Hancher](#) is a multidisciplinary performing arts presenter committed to connecting artists and audiences with transformational artistic experiences. Since 1972, Hancher has been the cultural hub of the University of Iowa campus—presenting world-class dance, music, and theater. Along the way, Hancher has extended its reach far beyond campus, engaging thousands of Iowans each year, on campus, throughout the community, and across the state. Hancher is one of the leading university presenters of the performing arts in the nation and has earned an international reputation for excellence.