

OKLAHOMA BAPTIST UNIVERSITY

POSITION DESCRIPTION

Title: Graphic Designer **Department:** Marketing and Communications

OBU Mission Statement

OBU transforms lives by equipping students to pursue academic excellence, integrate faith with all areas of knowledge, engage a diverse world, and live worthy of the high calling of God in Christ.

Expectations for all Employees

Oklahoma Baptist University achieves its mission through a shared commitment to the following expectations. All employees must embrace these expectations and model them in their behavior.

- *Demonstrate commitment to the essentials of the Christian faith.*
- *Commit to the mission and vision of Oklahoma Baptist University.*
- *Treat people with dignity and respect.*
- *Build relationships on honesty, integrity, and trust.*
- *Strive for excellence through teamwork, leadership, and a strong work ethic.*
- *Manage human and financial resources wisely and efficiently.*

Purpose: The Graphic Designer develops effective visual communications that advance Oklahoma Baptist University's mission, brand and strategic priorities. Reporting to the Creative Director/Publications Manager, this position creates print and digital materials supporting enrollment, advancement, alumni relations, academic programs, university events and other institutional initiatives. This position manages assigned creative projects from concept through final delivery and works collaboratively with the Marketing and Communications team and university partners. The Graphic Designer combines creativity, sound judgment and technical expertise to produce high-quality, audience-focused work consistent with OBU's visual identity.

Essential Functions:

- Conceptualize, design and produce print and digital materials as assigned.
- Create brochures, flyers, posters, programs, invitations, signage, advertisements, social media graphics, email graphics and other assigned materials.
- Translate communication objectives, creative briefs and audience needs into original visual concepts that communicate clearly and effectively.
- Develop creative concepts based on project goals, audiences, content and established university brand standards.
- Manage assigned projects from concept through approval and final production while meeting established deadlines.
- Select, edit and prepare photography and other visual assets appropriate to the audience, message and creative direction.
- Collaborate with writers, photographers, videographers and other Marketing and Communications team members to produce cohesive materials.
- Work with campus partners to gather information, clarify project needs and incorporate approved revisions.
- Prepare accurate, production-ready files and review proofs for layout, typography, image quality and other technical requirements.
- Maintain organized project files and accurate project information in Wrike.

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- Apply OBU's visual identity and brand standards consistently across all assigned projects.

Other Duties:

- Assist with the development and maintenance of university design templates, brand resources and visual-identity guidelines.
- Help campus partners understand and appropriately apply university brand standards.
- Participate in university events, departmental meetings, professional development and training activities.
- Perform other duties as assigned in support of the university and the Marketing and Communications department.
- Stay current with emerging design practices, technologies and communication trends.

Required Qualifications:

- Strong graphic design skills and a professional portfolio demonstrating effective print and digital work.
- Knowledge of typography, composition, color, branding and visual hierarchy.
- Knowledge of commercial printing, file preparation and proofing processes.
- Ability to manage multiple projects and deadlines with accuracy and attention to detail.
- Strong organizational, communication and collaboration skills.
- Ability to receive and respond professionally to creative direction and feedback.
- Ability to work independently within established brand and creative standards.
- Commitment to supporting OBU's Christian mission and representing the university professionally.

Education:

- **Required:** Bachelor's degree in graphic design, visual communication, art, marketing or a closely related field; an equivalent combination of relevant education, training and professional experience may be considered.
- **Preferred:** Bachelor's degree in graphic design or visual communication from an accredited college or university, including coursework in typography, publication design, branding and digital media.

Experience:

- **Required:** At least three years of professional graphic design experience and a portfolio demonstrating strong design, typography, layout and visual communication skills.
- **Preferred:** Five or more years of professional graphic design experience. Experience in higher education, marketing, communications or an in-house creative environment is preferred.

Equipment and Software Proficiency Requirements:

- Apple computers and standard office equipment.
- Adobe Creative Cloud, with advanced proficiency in InDesign, Illustrator, Photoshop and Acrobat.
- Microsoft 365, including Word, PowerPoint, Outlook and Teams.
- Wrike or a comparable project-management and workflow platform experience preferred.

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Physical Requirements:

- Ability to work at a computer for extended periods.
- Ability to visually evaluate printed and digital materials for layout, color, image quality and accuracy, with or without reasonable accommodation.
- Ability to occasionally move materials or equipment weighing up to 25 pounds.
- Ability to attend meetings and university events as required.

Special Requirements:

- Must be a member of a local evangelical* Christian church.
*Evangelical is a broad term referring to segment within Christianity which maintains the authority of the Bible and the belief in salvation by faith in Jesus alone.
- Please apply using the link for “Administrative Applications” on the OBU website at:
<https://www.okbu.edu/hr/jobs.html>

OBU Benefits Summary:

OBU understands that our employees are our most valuable assets when fulfilling our mission. We strive to offer an extensive array of benefits and opportunities for employees to choose from. Full-time employees benefit from the generous OBU provision of premium contributions for nationwide family-friendly Health and Dental coverages along with free life insurance that includes accidental death and dismemberment equal to an employee’s base salary. OBU provides access to optional employee-paid ancillary benefits like vision, hospitalization, critical illness, accident, additional employee-paid family life insurance coverages, and education benefits at OBU and other institutions of higher education. There is generous paid time off that includes annual granted vacation time, accrued sick leave, six annual holidays, and week-long breaks for Thanksgiving and Christmas that include energy conservation days. For all employees working at least half-time, there is an employer matching opportunity for retirement investments in a 403(b)(9) plan administered by Guide Stone. There are numerous other perks and opportunities for OBU employees including FREE family membership to the OBU Recreation and Wellness Center or RAWC, Global outreach university mission trips, cafeteria discounts, and parking privileges to name a few. For more information about the current OBU employee benefits and opportunities, please contact the Human Resources staff at HR@okbu.edu.