

UW HEALTH POSITION DESCRIPTION

POSITION SPECIFICS			
Title: Graphic Design Strategist		Department/Number: 74020	
Reports to: Director, Creative Services			
Job Code: 320003	FLSA Status: Exempt		
Manager Approval: C.Klann	Date: 2/2016	HR Approval: MJG	Date: 2/2016
POSITION SUMMARY			
<p>Under the direction of the Director, Creative Services, the Graphic Design Strategist is responsible for the conception, design, production and print buying and management of printed and electronic work for various UW Health audiences.</p> <p>The Graphic Design Strategist must be able to work effectively with various Marketing & Communications staff including account managers, editors, photographers, production specialists and other design staff. Together with account managers, the incumbent consults with UW Health clients to develop project plans that include creative direction, schedule and budget. The Graphic Design Strategist has extensive project management responsibilities and works under tight deadlines to independently complete assignments. The incumbent works directly with printers and other external vendors to get work produced.</p> <p>The Strategist is expected to work under minimal supervision and has appreciable latitude for actions and decisions. The Graphic Design Strategist acts as a lead designer, providing creative direction and feedback to other design staff that support a consistent brand experience for UW Health.</p>			
MAJOR RESPONSIBILITIES			
<ol style="list-style-type: none"> Conceptualizes, designs and produces a wide variety of work for a broad range of needs, including but not limited to, philanthropy, advertising, marketing, corporate communications and events. Creates innovative design solutions with a strong sense of typography, composition and visual balance. Designs materials in keeping with client goals and institutional standards. Designs effective templates and applies them appropriately to create a consistent brand experience. Independently plans, organizes and manages projects as assigned using web-based project management system. Works with external commercial printers and other vendors. Works directly with print vendors to update/provide current versions of on-demand files for client ordering. Creates original charts, illustrations, infographics and other graphics when needed. Selects stock graphics and photography that enhance messaging. Independently works with department photographer, freelance photographers or outside artists to art direct original photography and selects imagery in keeping with project purpose and audience. Recommends production techniques to enhance project goals and suggests alternative designs that may save time or money without affecting quality. Communicates professionally and effectively in a timely manner. Works collaboratively with clients and colleagues. Collaborates with web team to ensure that website design aligns with print materials and advertising. Independently creates print specifications and works with print vendors and purchasing agents to estimate costs and purchase printed materials. Completes project work within targeted timeframes and budgets. Maintains accountability with supervisors and colleagues regarding status and completion of projects by using department's project management system. Provides support or service to areas beyond graphics team (e.g., web, social media, signage, digital advertising). Consults with department account managers, UW Health clients and outside vendors to recommend approaches that achieve client goals while completing projects within required timeframes and budgets. Stays up-to-date with design and health care industry trends. Shows initiative in recommending or seeking out improved design techniques, software and equipment. Provides design guidance and direction to other Marketing and Public Affairs colleagues. Supports peer designers by giving appropriate feedback and direction. 			

UW HEALTH POSITION DESCRIPTION

23. Serves as a creative leader by training, mentoring and assisting student, intern, associate and graphic designers.
24. Acts as back-up to Director of Creative Services, as needed.
25. Participates in continuing education and training.

All duties and requirements must be performed consistent with the UW Health Performance Standards.

POSITION REQUIREMENTS

Education	Minimum	<ul style="list-style-type: none"> Bachelor's degree in Graphic Design, Art, Visual Communications or related field from an accredited college or university
	Preferred	
Work Experience	Minimum	<ul style="list-style-type: none"> Five years of experience working as a graphic designer in an ad agency, design shop, corporate in-house agency or similar. Experience in art directing original photography Experience in commercial print-buying processes Experience in mentoring/training other design staff
	Preferred	
Licenses & Certifications	Minimum	
	Preferred	
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> Design portfolio should represent a cross-section of skills in creative conceptualizing, design, production and emphasize creative, high-quality and imaginative promotional materials Highly proficient using Mac computer system and software Highly proficient using design software (Adobe InDesign, Illustrator, Photoshop, Acrobat) Skilled in using Microsoft software (Word, PowerPoint, Excel) Skilled in working with PDF workflow Knowledge of web-based design work Ability to learn computer and application skills as applicable to role Ability to interact with and work around people Ability to make judgments in demanding situations Ability to react to frequent changes in duties and volume of work Effective communication skills Ability to listen empathetically Ability to logically organize details Comfortable accepting responsibility for medium- to large-scale projects involving multiple resources and spanning many months from start to finish Ability to manage multiple concurrent activities

PHYSICAL REQUIREMENTS

Indicate the appropriate physical requirements of this job in the course of a shift. *Note: reasonable accommodations may be made available for individuals with disabilities to perform the essential functions of this position.*

Physical Demand Level		Occasional Up to 33% of the time	Frequent 34%-66% of the time	Constant 67%-100% of the time
X	Sedentary: Ability to lift up to 10 pounds maximum and occasionally lifting and/or carrying such articles as dockets, ledgers and small tools. Although a sedentary job is defined as one, which involves sitting, a certain amount of walking and standing is often necessary in carrying out job duties. Jobs are sedentary if walking and standing are required only occasionally and other sedentary criteria are met.	Up to 10#	Negligible	Negligible
	Light: Ability to lift up to 20 pounds maximum with frequent lifting and/or carrying of objects weighing up to 10 pounds. Even though the weight lifted may only be a negligible amount, a job is in this category	Up to 20#	Up to 10# or requires significant walking or standing, or requires pushing/pulling of arm/leg controls	Negligible or constant push/pull of items of negligible weight

UW HEALTH POSITION DESCRIPTION

	when it requires walking or standing to a significant degree.			
	Medium: Ability to lift up to 50 pounds maximum with frequent lifting/and or carrying objects weighing up to 25 pounds.	20-50#	10-25#	Negligible-10#
	Heavy: Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.	50-100#	25-50#	10-20#
	Very Heavy: Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds.	Over 100#	Over 50#	Over 20#
List any other physical requirements or bona fide occupational qualifications:		•		

Work/Environmental: Moderate noise level consistent with an office environment

Note: The purpose of this document is to describe the general nature and level of work performed by personnel so classified; it is not intended to serve as an inclusive list of all responsibilities associated with this position.