



JOB DESCRIPTION

Title: Graphic Designer

FLSA Status: Exempt Non-Exempt Non-Exempt - Part-time

Job Summary:

The Graphic Designer is responsible for the design, production, and execution of print and digital marketing materials that support the school's mission, brand, and enrollment efforts. This position has a central role in maintaining and evolving De Smet Jesuit's visual identity across all platforms while ensuring consistency with established brand standards.

Key Responsibilities:

Print & Publications Design

- Design and execute all major institutional print materials for De Smet Jesuit High School and Middle School programs, including:
 - Annual school magazine/publication
 - Event programs
 - Invitations
 - Flyers and brochures
 - Signage and banners
 - Admissions and advancement materials
- Prepare print-ready files and coordinate with external vendors and printers as needed.
- Create and maintain the school's brand standards guide.

Digital & Marketing Design

- Design digital advertisements, social media graphics, website imagery, and other online marketing assets.
- Support marketing campaigns through compelling visual storytelling and creative execution.
- Ensure visual consistency across print, digital, and social platforms.

Brand Management

- Maintain and strengthen De Smet Jesuit's visual identity across all communications.
- Ensure all materials align with brand standards and institutional messaging.
- Collaborate with internal departments to create materials that reflect the school's mission and strategic priorities.

Photography & Image Editing

- Edit and optimize photography for print and digital use.
- Organize and manage graphic and image assets.

Collaboration & Project Management

- Work closely with the Marketing and Communications team to manage multiple projects and deadlines simultaneously.
- Collaborate with school leadership, faculty, admissions, advancement, athletics, and event teams on creative initiatives.
- Participate in brainstorming and campaign planning meetings.

Supervision Exercised:

- Assigned project support personnel

Supervision Received (Title of supervisor):

- Senior Director of Marketing and Communications

Minimum Qualifications:

- Bachelor's degree in Graphic Design, Visual Communications, or related field.
- Minimum of 4 years of professional graphic design experience.
- Strong portfolio demonstrating experience in publication design, print production, branding, and digital media.
- Advanced proficiency in Adobe Creative Suite, including:
 - InDesign
 - Photoshop
 - Illustrator
- Experience with Canva and social media graphic design.
- Strong understanding of typography, layout, color, and visual hierarchy.
- Experience preparing files for professional printing and production.
- Excellent organizational skills and attention to detail.
- Ability to manage multiple projects and deadlines in a collaborative environment.

Additional Preferred Qualifications:

- Experience working in education, nonprofit, or mission-driven organizations.
- Photography and photo editing experience.
- Basic understanding of website graphics and digital content optimization.
- Commitment to the mission and values of De Smet Jesuit High School.
- Practicing Catholic.