



Job Description – Graphic Designer

Department: Public Affairs

Reports to: Director of Public Affairs

Position Summary

The Graphic Designer serves as the primary point of contact for NYU Shanghai's graphic design projects in terms of electronic and print design needs. S/he plays as a key member of the Public Affairs team who designs, layouts, and produces marketing/information materials to promote NYU Shanghai to a variety of audiences, in accordance with NYU Shanghai's strategic communication objectives and brand standards.

Responsibilities

- Work with other team members to visually convey a particular message, idea or concept
- Design, layout, and produce internal and external promotional and marketing materials including newsletters, brochures, advertisement, flyers, handbooks, and other informational/promotional materials. Determine formats, typefaces, graphics, and produce digital design files
- Research, conceive and design print and electronic communication vehicles
- Manage publication and other communication projects from concept to completion; translate marketing objectives into creative strategies as assigned
- Consult with internal clients to evaluate individual project needs; prepare cost and time estimates for projects; and review printed materials to ensure quality control

Qualification

- **Required Education**
Bachelor of Fine Arts degree, preferably in graphic design
- **Required Experience**
 - Up to 2-5 years of graphic design experience

- Experience in the planning, design and completion of electronic and print media, including publications and other marketing/communications materials
- **Required Knowledge, Skills, and Abilities**
 - Excellent written and verbal communication skills in both Chinese and English
 - Excellent graphic design skills for print and digital publications and collateral material
 - Strong knowledge of various design software such as Adobe InDesign, Illustrator, and PhotoShop
 - Basic knowledge of marketing and advertising concepts
 - Working knowledge of printing processes, techniques, and terminology
 - Working knowledge of file creation for digital distribution
 - Knowledge/experience with photography and taking of photos is desirable. Video experience would be great.
 - Ability to team work and deliver results efficiently
 - Ability to prioritize and work independently under pressure to meet deadlines

Please go to: <http://shanghai.nyu.edu/about/work/staff-position> for position details and submit your online application.

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