

Graphic Designer

Qualifications:

- BA degree required
- Knowledge of digital media and graphic design
- Knowledge and experience with graphic design programs such as Adobe Photoshop, InDesign, Illustrator, and video and animation tools

Knowledge, skills and abilities:

- **Preferred candidate will demonstrate:**
 - Evidence of maturity, drive, and enthusiasm
 - Preference for a deadline-driven, multi-task environment
 - Proficiency in digital media best practices (social, SEO, display, etc.)
 - Experience with MS Word products (Word, Excel, PowerPoint others)
 - Strongly preferred ASL (American Sign Language) skills
 - Knowledge of website design platforms
 - Knowledge and understanding of web accessibility guidelines (W3C/WCAG)

Reports to:

Director of Public Relations

JOB GOAL

The purpose of this position is to plan, create, and deliver digital designs and content for both web and print media to communicate to district stakeholders. In collaboration with technology department, develop and maintain the design and content of the school website and social media platforms. Create written works and visual concepts to communicate ideas that inspire, inform, or engage stakeholders.

Responsibilities:

- Develop, design, implement, and maintain the district internet website and Intranet/Employee portal website in accordance with website accessibility guidelines
- Develop and implement a web content strategy process for district and school-level websites and social media accounts in accordance with website accessibility guidelines

- Ensure an accessible, quality, relevant and timely content, strategy process for district and school-level websites and social media accounts
- Design and maintain accessible content for district social media accounts in collaboration with the school Public Relations Director & Media Resources Coordinator
- Coordinate and collaborate with staff from all departments to develop or procure content for website and social media accounts
- Copy, edit, proofread, and revise communications
- Contribute to the production of district communication projects by developing the overall layout and design in collaboration with the district Media Resource Coordinator and Superintendent
- Design and produce district marketing materials (internal and external) ensuring all graphic design work meets district guidelines. Marketing materials may include, but is not limited to, brochures, data sheets, info-graphics, posters, presentation materials, illustrations, logo designs, exhibit materials, print ads, and banner ads
- Provide the department with the most current information regarding techniques and technology of website development and graphic design by reading, attending classes and seminars, etc.
- Assist with the planning and purchasing of the most current software and material for design and production work as part of the budget process
- Other responsibilities as assigned

Working Conditions:

Ability to interact successfully with academic faculty and staff as well as other TEAM members. Work effectively as either a leader or team member to insure that departmental goals are met by providing support to staff regardless of program designations and always keeping students and graduates best interest as a priority.

Salary and Benefits:

- Salary range of \$2,511 - \$4,019 based on education and experience.
- State provides benefits including medical, dental, vision, and life insurance, pension retirement, 401(k) match, employee assistance program, higher education discounts for self and children and more and PTO.

The applicant selected for this position must complete full background checks including fingerprinting. Background checks will be completed through TBI, FBI, DCS, TN Registry of Sexual Offenders, and TN Registry of Abuse.

How to Apply: Applications must be submitted by February 2, 2018

Applications and resumes can be sent to:

Dr. Nancylynn Ward

Superintendent

Tennessee School for the Deaf

2725 Island Home Blvd.

Knoxville, TN 37920

N.Ward@tsd.k12.tn.us