

Graphic Designer / Senior Graphic Designer

Company: Wisconsin Foundation and Alumni Association

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The Wisconsin Foundation and Alumni Association (WFAA)*, the private fundraising and alumni relations organization for the UW-Madison, is recruiting for a creative professional to join the marketing team. The Graphic Designer is responsible for producing innovative solutions to marketing problems that combine both written and visual elements in touch points across multiple platforms. This position will lead cross-functional teams employing the creative process to meet creative brief objectives while demonstrating a high level of creativity, visual sensibility, attention to detail and adherence to brand standards.

Essential Functions

Produce innovative solutions to marketing problems that combine both written and visual elements in touch points across multiple platforms

- Design and produce original graphic solutions to meet marketing objectives in support of strategic communication priorities.
- Produce visual touch points for print, digital and environmental graphics with an emphasis on publication design, direct mail, email marketing and other print mediums.
- Exhibit a high level of creativity and attention to detail.
- Implement pre-press process for production of digital files.

Concept development and ability to lead cross-functional teams through the creative process

- Employ strategic thinking and key points of the creative brief to develop concepts and present original ideas through graphic solutions.
- Research appropriate design ideas to develop the best approach and concepts for style, technique and production methods for the project.
- Collaborate with cross-functional teams from the ideation phase through production.
- Exhibit strong evidence of professional client relations or client services experience; demonstrated excellence in interpersonal skills with an ability to establish and maintain positive working relationships with internal and external constituents.
- Exhibit strong communication skills and ability to articulate visual concepts.
- Deliver against timelines and milestones, identify potential delays and proactively find solutions.

Brand management

- Conceive and execute consistently branded campaigns across multiple channels

of distribution.

- Inform and achieve quality control in the presentation of the WAA, UWF, UW and WFAA brands across platforms.

Other skills and responsibilities

- Plan and direct photo shoots.
- Provide direction and work collaboratively with vendor-partners to successfully develop and produce creative materials.
- Maintain knowledge of new technology and how it relates to design; continually update design and technical skills.
- Maintain high awareness of trends and best practices in graphic design, communications and marketing industries.
- Inform colleagues of developing trends and industry best practices.
- Engage with alumni and students to increase brand affinity, engagement and likelihood of alumni involvement in UWF or WAA activities.
- Contribute to organization and content of photo library.

Support a service-oriented atmosphere in accordance with WFAA mission, values and philosophy

- Strategic beliefs
 - The University of Wisconsin-Madison has a transforming impact on students, alumni, and society;
 - Authentic, lifelong relationships and engagement with alumni, donors and friends are fundamental to sustaining the reputation and continued success of the University;
 - Philanthropy has an essential and growing importance on the future progress of UW-Madison;
 - The highest level of stewardship and fiduciary responsibility in financial, investment, data and gift administration is vital to maintaining trust with our stakeholders;
 - Diverse views, experiences and perspectives strengthen WFAA and the university community.
- Organizational values
 - We are serious about delivering results;
 - We work together and with our campus partners as a team;
 - We are committed to alumni, donors, volunteers and others;
 - We are open-minded;
 - We create a positive work environment.

Qualifications

- Bachelor's degree required in art, fine arts, graphic design or related field.

- A minimum of one (1) year professional design experience in an in-house, marketing and/or agency environment required.
- Proficiency in Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat) and Microsoft Office. HTML and CSS experience appreciated.
- Excellent sensibility for design and typography.
- Demonstrated creativity, attention to detail and problem-solving skills.
- Ability to organize, multitask and meet very distinct deadlines while expressing a high degree of creativity.
- Knowledge of and passion for UW-Madison and higher education; understanding of key issues affecting UW-Madison.
- Ability to take initiative and work independently.

Physical and Cognitive Demands

- Combination of sitting, standing, walking, frequent hand/wrist repetitions and frequent fine motor movements.
- High written and oral language skills; intermediate mathematical skills; high reasoning ability; high-paced, multi-tasking environment.

This is a full time, exempt position reporting to the Design Manager. We offer a competitive salary and an excellent benefit program.

To apply, please submit **a cover letter, resume and portfolio web link or PDF not to exceed 5 MB** to:

https://workforcenow.adp.com/jobs/apply/posting.html?client=uwfound&cclid=19000101_000001&type=JS&lang=en_US

Please contact Human Resources if you have any questions at hr@supportuw.org.
Application deadline is **Tuesday, May 29**.

Mia Kahl
Human Resources
Wisconsin Foundation and Alumni Association
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The Wisconsin Foundation and Alumni Association is an Equal Opportunity Employer

*The Wisconsin Foundation and Alumni Association is the “doing business as” name of the merged organization comprising the University of Wisconsin Foundation (www.supportuw.org) and the Wisconsin Alumni Association (www.uwalumni.com), whose legal corporate name is registered as the University of Wisconsin Foundation.