



COMMUNICATION DIRECTOR GRAPHIC DESIGN DETAILED POSITION SUMMARY

Role of the Communication Director Graphic Design

Pi Kappa Phi Fraternity is a values-based membership development organization that focuses on building brotherhood through character enhancement, leadership development, academic achievement, commitment to service, lifelong friendship and social experiences.

The communication director graphic design works with the chief marketing officer to create and execute the comprehensive visual design strategy for the greater enterprise (Fraternity, The Ability Experience, Foundation and Properties).

The communication director graphic design is responsible for translating design requests into a wide variety of visually appealing graphic products. These products vary in complexity of design and production and may include: publications, workbooks, infographics, social media and web design, branding projects, physical and digital signage, original artwork, presentations and interactive PDFs.

Required Qualifications

- Bachelor's degree in Graphic Design, Web Development or related field
- Experience working in a PC and Mac environment
- Experience with digital photography
- Proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- Proficiency in Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Strong layout, graphic design and photo editing skills
- Possess an attention to detail and grammar
- Must be a self-starter and deadline driven
- Ability to balance multiple projects at once
- Ability to work a flexible schedule and travel
- Ability to work independently and in a highly collaborative team environment
- Critical thinking, planning and organizing, administrative, and leadership skills
- Excellent interpersonal skills (both verbal and written) with demonstrated effectiveness in interacting with individuals of various social, cultural, economic and educational backgrounds

Preferred Qualifications

- Focused area of study including graphic design
- Fraternity/sorority life experience (through membership or professional experience)
- Web development experience
- Experience in video editing/production software (Final Cut Pro, Adobe Premier, iMovie, etc.)
- Photography experience

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Benefits

The Communication Director will receive a salary commensurate with experience. Additionally, Pi Kappa Phi Fraternity offers a competitive benefits package, including: group health, dental, and disability coverage; annual flexible spending plan; 401(k) plan availability; and paid time off and holiday leave.

Duties

- Design/layout for a wide variety of print and digital communications media such as magazines, websites, social media, event collateral, etc.
- Prepare digital or printed presentations that visually convey information about enterprise initiatives
- Manage graphic assets for Fraternity, Foundation, Properties, The Ability Experience
- Ensure all materials adhere to brand guidelines
- Conduct research on target audiences to determine the best approach for a campaign or project
- Analyze data to identify trends and make recommendations for improvement
- Attend Fraternity Communications Association annual meeting as requested
- Other duties as assigned

How to Apply

If you are interested in the position, please submit a cover letter (including salary requirements), resume, portfolio samples or website URL and three professional references to Maureen Walker, chief marketing officer, via e-mail (mwalker@pikapp.org). **Review will begin immediately. Position open until filled.**

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