TITLE OF POSITION/RANK: Digital Production Designer

DEPARTMENT: Marketing and Communications, Development and University Relations (DAUR)

Reporting to the Director of Creative Services, Fordham University’s Digital Production Designer will bring the Fordham brand to life digitally across marketing initiatives and media platforms. The Digital Production Designer will assist and partner with in-house digital and creative teams to execute design concepts with the highest attention to detail and creativity in support of the University’s strategic enrollment, retention, and fundraising goals.

RESPONSIBILITIES:

- Design and produce a range of deliverables, including infographics, presentations, web design, micro-sites, emails, video and motion graphics
- Execute, build and prep web-ready, optimized digital artwork for release to our email-marketing and web platforms, including weekly emails, homepages (desktop and mobile), etc.
- Assist in the creation of visual aspects of online marketing materials including emails, banners, landing pages
- Implement design and copy changes to files quickly and accurately
- Work with the wider creative team to develop processes that promote quality and manage workload effectively, recommending more efficient, time-saving methods when applicable
- Proactively solve production/creative related issues; Resolve any artwork and quality issues that arise during production
- Stay abreast of new techniques and trends in multi-channel, multi-medium marketing efforts, understanding when and how these skills can best be utilized
- Help develop and manage photography and creative assets database, organizing photo and design assets, archiving and maintaining of past projects

QUALIFICATIONS:

- Bachelor’s degree preferred
- 3+ years’ experience in a digital design discipline
- Excellent communication (verbal, written, visual); ability to propose ideas across teams, and contextualize multiple ideas in relation to one another
- Front end development, knowledge of CSS/HTML required
- Ability to create animation sequences, edit videos, and create motion graphics
- Working knowledge of MS Office Suite, Sketch, web authoring software, After Effects, a must
- Proficient in Adobe Suite (Photoshop, Illustrator, InDesign, Keynote) and MS Powerpoint
- An understanding of the constraints and capabilities of digital production
- Passionate about effective communication across many mediums
- A self-starter with the ability to meet deadlines, take ownership of work, and follow up on projects through to completion.
- Highly organized and able to tackle multiple projects at once and prioritize workload
- A keen eye for detail and consistency
- Willingness to learn and champion Fordham’s Jesuit and Catholic mission and identity

STARTING DATE: ASAP

FLSA CATEGORY: Exempt

SALARY: Commensurate with experience.

SEND LETTER & RESUME: Ruth Feldman,
rfeldman4@fordham.edu

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