



**OPENING FOR
CREATIVE DESIGNER
MARKETING, DESIGN AND PUBLIC RELATIONS**

**ANTICIPATED PAY RATE: \$17.83 per hour
This is an hourly, non-exempt, full-time position that is eligible for
ASI's rich and comprehensive [benefit](#) package.**

OVERVIEW:

Associated Students, Inc. employs student-focused professionals with equity-mindsets. Established in 1963, Associated Students, Inc. (ASI) is a non-profit corporation guided by a student board and managed by full-time professional staff. ASI is a part of the Cal Poly Pomona Division of Student Affairs with a dashed reporting line to Administrative Affairs. ASI serves the entire campus population, including over 26,000 students, by providing opportunities for student engagement, student employment, and a multitude of programs and services such as recreation and wellness, student union and activities, student government, and childcare. ASI operational support areas include human resources, financial services, information technology, facilities management, and marketing. ASI employees exhibit our values of integrity, honor, dedication, loyalty, and respect in every interaction with each other, our students, the campus community, and guests of Cal Poly Pomona.

Founded in 1995, award-winning Marketing, Design & Public Relations (MDPR) is one of the most respected Marketing groups at Cal Poly Pomona. It maintains its creativity and dynamic marketing strategies through an experienced, talented team of students and professional staff in combination with the use of today's most cutting edge technology. Its goal is to connect their clients to their respective audiences with a fresh and innovative solution. MDPR not only serves all of ASI's internal marketing needs, but it provides the campus and local community the opportunity to utilize their experience-driven, competitively-priced, design and marketing communications services as well. Some of the services the team provides are: logo design, brochure design, digital bulletin boards advertisements, and event/program poster design.

COMPENSATION AND BENEFITS:

Starting salary upon appointment is not expected to exceed \$17.83 per hour. Pay placement is determined by the education, experience, and qualifications the candidate brings to the position, internal equity, and the hiring department's fiscal resources.

Associated Students, Inc. offers a rich and comprehensive benefits package that constitutes a major portion of total compensation. For more information regarding ASI's benefits, please click [here](#).

POSITION DEFINITION

Under the general supervision of the Associate Director of ASI Marketing, Design, and Public Relations and Creative Design Coordinator, the Creative Designer is responsible for translating concepts and ideas into graphic design for University-wide marketing purposes, as well as developing and creating graphics to maintain and support ASI's brand and visual identity across all online and off-line mediums. The Creative Designer performs routine and non-routine tasks requiring independent judgement and decision-making in support of Associated Students Incorporated's dynamic communications and marketing team. This position will require an understanding of the marketing team's various needs and dynamics, and will involve close collaboration with various internal and external constituents

ESSENTIAL DUTIES

- Conceptualizes, develops and executes a wide variety of design concepts for permanent and promotional materials
- Develops visual designs, templates, and style guides
- Assists the Creative Design Coordinator with mentorship and guidance to student interns and graphic designers
- Reviews quality of graphic designers' work and provides constructive feedback

- Assists Creative Design Coordinator with project assignments to graphic designers and ensure projects are completed in a timely manner
- Prepares artwork for proofing and production to ensure quality
- Documents, maintains and enforces graphic standards of ASI and the university to ensure images adhere to the appropriate brand image
- Understands and implements the company brand and visual identity and ensures creative designs are consistent with company branding
- Collaborates with marketing team to meet business objectives of the organization
- Collaborates with associates of other departments to understand and address their creative design needs and provides creative design expertise
- Assists the Associate Director of Marketing, Design and Public Relations in administering the operational needs of the department
- Perform other duties as assigned

QUALIFICATIONS

- Equivalent to a BA or BFA degree in Graphic Design from a four-year college or university preferred
- Strong grasp of design concepts
- Knowledge of layouts and graphic fundamentals; must understand and have the ability to conceptualize and translate ideas to visual solutions
- Possess exceptional interpersonal and communication skills
- Ability to work well in a demanding, deadline-driven environment and consistently produce high- quality, creative work
- Ability to work well with design team focused on creative, high-quality publication, enhanced media presence, public relations and promotions
- Trained in traditional and new media, Pre-press knowledge, strong computer skills in applications as in Adobe Creative Suite, Microsoft Office Suite, PC and MAC
- Demonstrated ability to provide friendly and pleasant customer-oriented service
- Demonstrated commitment to student development and learning
- Ability to prioritize tasks, display initiative and remain flexible in a changing environment
- Demonstrated ability to work with a diverse student population and campus community
- Skill test will be given to screen all candidates at time of interview
- Portfolio will be required at time of interview
- Ability to satisfactorily complete a background check (including a criminal records check)

POSITION SENSITIVITY:

Based on the duties and responsibilities of this position, this position has been designated to be a sensitive position with access to sensitive data.

BACKGROUND CHECK:

A background check (including a criminal records check) must be completed satisfactorily before any candidate can begin employment with Associated Students, Inc., Cal Poly Pomona. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current ASI employees who apply for this position.

WORK ENVIRONMENT:

Frequently required to sit, talk and hear; manual dexterity, eye-hand coordination and verbal communication; use of office equipment: computer, printer, telephone, calculator, copier and fax. Must be able to walk, stand, bend and lift up to 25 pounds.

MANDATED REPORTING REQUIREMENT:

In compliance with the California Child Abuse and Neglect Reporting Act (CANRA) and the [CSU Executive Order 1083](#), each ASI employee is designated as a mandated reporter and is required to sign an Acknowledgment of Mandated Reporter Status and Legal Duty to Report Child Abuse and Neglect.

SYSTEM-WIDE SMOKE AND TOBACCO FREE ENVIRONMENT EO 1108:

Cal Poly Pomona is a smoke and tobacco-free campus. Please refer to the link below for policy information.
<http://www.calstate.edu/EO/EO-1108.html>

EOE:

ASI is an Equal Opportunity Employer. Please notify the Human Resources Department for reasonable accommodation requests during the selection process

APPLICATION PROCEDURE:

A cover letter, job application and resume are required. A resume does not replace the information requested on the application form. Applications are available on the [ASI Website](#) and in the Human Resources Department.

Submit resume and application to:

Associated Students, Inc.
Human Resources Department
3801 W. Temple Ave., Bldg. 35
Pomona, CA 91768

Phone: (909) 979-5546
E-mail: asihr@cpp.edu

Position open until filled. The provisions of this bulletin do not constitute an expressed or implied contract. Any provision contained in this bulletin may be modified or revoked without notice.