



Position Description

Position Title

JOB PURPOSE:

Princeton Theological Seminary seeks a talented and detail-oriented Graphic Designer to develop visually compelling, brand-aligned designs that also highlight the distinct identities of the Seminary's centers and institutes. Reporting to the Director of Marketing and Integrated Content, this role requires a creative professional with strong organizational skills to manage and catalog visual assets for seamless accessibility and future use. The ideal candidate will possess a keen eye for design, deep understanding of brand strategy, and experience in maintaining an organized digital asset library.

ESSENTIAL FUNCTIONS: Graphic Design <ul style="list-style-type: none">• Design digital and print materials for projects and marketing campaigns that align with Princeton Seminary's visual identity and branding standards.• Design and organize visual assets to support paid marketing campaigns across print and digital media.• Create graphics, illustrations, and layouts for use across web, email, social media, promotional items, and print publications.• Develop templates for social media posts, email campaigns, and other uses as requested.• Collaborate with stakeholders to produce materials that reflect the Seminary's mission and diverse programs.• Stay updated on design trends and software to enhance the Seminary's visual communication efforts.• Manage relationships with print and merchandise vendors, including project bids. Proactively source new vendors to provide efficient and high-quality service.• Providing standard specs for internal and external stakeholders.	70 %
Digital Asset Management <ul style="list-style-type: none">• Organize, catalog, and maintain a well-structured digital asset management system for all visual assets.• Review graphic, video, and promotional item designs created by clients or approved external vendors to ensure all materials adhere to brand standards and guidelines.• Provide approved logos, wordmarks, fonts, and colors to internal and external stakeholders.• Ensure consistency in design standards and provide guidance on brand-aligned visual applications.	30 %

<ul style="list-style-type: none"> • Provide curated graphic and photo assets for departmental clients as requested. 	
Total	100%
OTHER FUNCTIONS: Serves as requested on committees and task forces. Recommends new software/workflows/platforms to meet departmental and Seminary needs.	

QUALIFICATIONS

CREDENTIALS REQUIRED:

- Bachelor's degree in Graphic Design, Visual Arts, or related field.
- 3+ years of professional design experience, preferably in a higher education or nonprofit setting.
- Proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign) and familiarity with digital asset management tools. HTML experience preferred.
- Strong portfolio showcasing brand-consistent, high-quality design work across print and digital media.
- Excellent organizational skills with the ability to manage multiple projects simultaneously.
- Experience using project management tools (monday.com, Asana, etc.) preferred
- Strong communication and interpersonal skills to collaborate with cross-functional teams.

PREFERRED QUALIFICATIONS AND SKILLS:

- 1. Timeliness**
 - a. Reports to work and completes scheduled activities on time.
 - b. Provides clear, articulate, and accurate written and verbal communications promptly.
- 2. Professionalism**
 - a. Demonstrates understanding and commitment to the Seminary's mission and goals.
 - b. Exhibits knowledge of Marketing and Communication team functions and identifies resources for further information.
 - c. Maintains composure, remains task-focused, and fosters effective coworker relationships.
 - d. Conducts oneself ethically, promoting respect and dignity for others.
- 3. Service**
 - a. Adapts to changing work demands and the needs of constituents and coworkers.
 - b. Is accessible, friendly, and responsive to constituents and coworkers.
 - c. Provides accurate information to meet client and coworker needs.
 - d. Prioritizes and schedules work to balance user requirements and team resources, ensuring efficient project management and service delivery.
 - e. Proactively identifies and address ways to optimize departmental efficiency and workflow.

PHYSICAL / ENVIRONMENTAL DEMANDS:

This description reflects essential functions of the position, it does not restrict tasks that may be assigned or changed at any time.

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