



# 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 Senior Director of Marketing and Communications, 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.

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

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

**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.