

Title: Student Media Designer

Position Summary

The Student Media Designer (SMDs) creates graphical materials for communication and marketing purposes in order to promote the Cultural Resource Centers (CRCs) and/or their initiatives and programs. Students in this position will focus their design work to address the needs of their community in the following areas: academic success, social justice, leadership, identity development, community & belonging, and well-being.

Position Responsibilities & Outcomes

1. Create graphical materials for on-campus and online marketing needs that promote the respective CRC and/or their initiatives and programs.
 - a. For example: posters, tickets, flyers, social media graphics, stickers, video graphics, publications, digital signage, etc.
2. Produce media that inspires, uplifts, empowers, and speaks to the diversity of identities in the respective community.
 - a. For example: working on projects that promote a sense of belonging, encouraging community involvement in the CRCs, etc.
3. Conceptualize and produce graphical materials that speak to people at different stages of understanding of identity, community, and social justice.
 - a. For example: working on projects that educate community about suppressed community history and/or issues impacting community; promoting health, wellness, and student success specific to respective communities, etc.
4. Engage oneself and others in mutual learning on identity development and social justice.
 - a. For example: staying current on issues impacting communities; interrupting and educating about bias, microaggressions and other issues impacting communities; raise awareness underserved parts of the community, etc.
5. Work with professional and student staff as partners to get direction and ongoing feedback on design projects.
 - a. For example: working with other student staff to create marketing materials for programming and working collaboratively with SMDs from other CRCs.
6. Work with DCE's Marketing & Communications Coordinator for mentorship, skills development, and training with OSU branding guidelines.
 - a. May include: regular 1:1 trainings, working out of other DCE spaces, attending skills-building workshops, etc.
7. Work with Printing & Mailing on print requests, and ensure printed material projects are completed on-time.

- a. For example: submitting materials in time for events, history, tribute or heritage months, adjust formatting of content, adjust dimensions, etc.

Other responsibilities as assigned by professional staff

1. Attend mandatory scheduled trainings
 - a. Such as Fall Training (tentatively early September), ongoing training sessions, weekly staff meetings, and other professional development
2. Obtain FERPA certification and complete necessary trainings in a timely manner
3. Complete center daily tasks & needs as identified by staff
 - a. May also involve focusing efforts on specialized projects based on needs of the center and/or initiative.
4. May occasionally require evening and weekend hours

Minimum Qualifications

- One year of applied design experience and/or design coursework
 - For example: degree-seeking courses, dedicated hobbies, freelance work, fashion design projects etc.
- Demonstrated experience in design software
 - For example: Adobe Creative Suite, Canva, GIMP, CorelDraw, etc.
- Demonstrated ability to accept and integrate constructive feedback in the design process
- Demonstrated ability to effectively manage multiple projects, meet tight deadlines, and prioritize tasks
- Demonstrated knowledge of and sensitivity to historically underrepresented and/or marginalized groups on campus

Preferred Qualifications

- Knowledge of videography and photography basics
- Proficiency in Adobe Creative Cloud suite or equivalent image editing software
- Proficiency in Final Cut Pro, Adobe Premiere or equivalent video editing software
- Demonstrated commitment to personal and transformational learning
- Demonstrated involvement with historically underrepresented and/or marginalized groups on campus
 - For example: attending/volunteering cultural events, membership in affiliated organizations (student or departmental), attending social justice retreats

- Knowledge of community needs, experience of belonging & understanding of issues impacting community
- Knowledge of who is visible and not visible in respective communities
- Demonstrated ability to identify and recognize how their own identities influence their marketing material.
- Knowledge of visual communication styles and community stereotypes