

Assistant Communications Specialist (Graphic, Digital and
Multimedia Design)
LSU AgCenter

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Posted Nov. 20, 2024, set to expire Nov. 9, 2025

Job Title	Assistant Communications Specialist (Graphic, Digital and Multimedia Design)
Department	East Baton Rouge Parish
Institution	LSU AgCenter Baton Rouge, Louisiana
Date Posted	Nov. 20, 2024
Application Deadline	Dec. 4, 2024
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Agricultural - General
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Job Description	

POSITION VACANCY ANNOUNCEMENT

Job Description

Work Location: LSU AgCenter Communications, LSU Campus, Knapp Hall, Baton Rouge, LA. This position is not eligible for fully remote work.

Position Description: The LSU AgCenter is seeking a creative, organized and detail-oriented graphic designer to join our dynamic graphic design and publications team within AgCenter Communications. The successful candidate will collaborate closely with the AgCenter's subject-matter specialists,

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faculty, news team and information technology group to design and produce a variety of educational and marketing materials. These include digital publications, print materials, newsletters, signage, event displays, multimedia content and more. The role will also involve creating materials for educational events, trade shows and exhibits that showcase the AgCenter's mission and work.

The ideal candidate will demonstrate proficiency in using industry-standard design software, possess strong organizational and communication skills, and be able to work under tight deadlines. The position requires an understanding of the LSU AgCenter's brand, design principles, and the ability to translate complex research into clear, visually appealing materials that engage and inform our diverse audiences.

Key Responsibilities:

• **Design & Production: 40%**

Design and produce a variety of print and digital materials, including publications, curricula, newsletters, illustrations, infographics, social media assets and educational displays. Collaborate with faculty and subject-matter specialists to ensure materials meet their communication goals and the AgCenter's standards. Assist with archiving publication projects and working within the publications database.

• **Brand & Compliance: 15%**

Adhere to the LSU AgCenter's brand guidelines while creating visually compelling materials. Ensure all work is ADA-compliant and follows best practices for accessibility and online compliance.

• **Team Collaboration & Project Management: 15%**

Work effectively as part of a creative team while managing multiple projects simultaneously. Coordinate with colleagues across different departments to meet deadlines, stay within budget and deliver high-quality finished products. Provide guidance and consultation on design-related decisions to ensure the successful execution of each project.

• **Event & Exhibit Design: 5%**

Design and produce large-scale displays and collateral materials for educational events, trade shows, conferences and other outreach activities that promote the LSU AgCenter.

• **Web & Digital Media: 10%**

Collaborate with the web team and IT department to develop and update digital graphics for the LSU AgCenter website and other online platforms.

• **Marketing & Communications Support: 10%**

Work alongside the Assistant Director of Communications/Marketing to create visual content for

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advertising campaigns, social media, and other marketing initiatives. Ensure that all materials align with the AgCenter's messaging and branding goals.

- **Continuous Improvement: 5%**

Stay current with trends in graphic design, multimedia and digital communications to ensure the AgCenter is using the latest tools and techniques for engaging audiences.

Ideal Skills:

- Proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop) and Microsoft Office Suite (Word, Excel, Publisher, PowerPoint).
- Experience with digital asset management and content management systems (CMS).
- Knowledge of print production processes, including offset and digital printing techniques.
- Strong understanding of web and social media design and digital advertising.
- Familiarity with ADA compliance and accessibility guidelines for print and digital materials.
- Solid understanding of branding, typography and visual storytelling.

Additional Requirements:

- Excellent project management skills with the ability to juggle multiple projects and meet deadlines.
- Strong communication skills and the ability to collaborate with subject-matter experts from various fields.
- A keen eye for detail, creativity, and problem-solving.
- Assist with AgCenter events when needed and other duties as assigned.

Qualifications:

- **Education:**

A bachelor's degree in graphic design, fine arts, visual communications, or a related field from an accredited college or university is required. A master's degree in a related discipline is preferred. Candidates with a bachelor's degree must be willing to pursue a master's degree in a job-related field for promotion to higher-level positions.

- **Experience:**

At least 2-3 years of graphic design experience, including a strong portfolio of design work across



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print, digital, and multimedia formats.

Salary and Benefits: Salary will be commensurate with qualifications and experience. The LSU AgCenter has an attractive benefits package with a wide variety of benefit options. Benefits offered include retirement, multiple medical insurance options, supplemental insurances (dental, life, long-term disability, accident, vision, long-term care, etc.), Tax Saver Flexible Benefits Plan (saves tax dollars on some child care and medical expenses), university holidays (14 per year, typically includes a week off at Christmas), generous annual (vacation) and sick leave benefits, Employee Assistance Program. Possibility of educational leave and tuition exemption for coursework towards a master's degree at campuses of the LSU System. Specific benefits depend on job category, percent effort and length of employment.

Date Available: Upon completion of the selection process.

Application Deadline: December 4, 2024, or until a suitable candidate is identified.

Application Procedure: Apply online at <https://lsu.wd1.myworkdayjobs.com/LSU> (or through Workday for internal applicants) by attaching a cover letter with resume including a statement of professional interest and goals, official university transcripts and two letters of reference. Paper, faxed or e-mailed application materials will not be accepted. In lieu of attaching the letters of reference, they may be sent directly to:

Tobie Blanchard

LSU AgCenter Communications Director

141 Knapp Hall

Baton Rouge, La 70803



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Email: tblanchard@agcenter.lsu.edu

Website: www.lsuagcenter.com

The LSU Agricultural Center is a statewide campus of the LSU System and provides equal opportunities in programs and employment. An Equal Opportunity Employer.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact