

WILLIAM & MARY

UNIVERSITY ADVANCEMENT

Graphic Designer

Mission Statement

University Advancement creates the conditions for opportunity – human, financial & experiential – by garnering and stewarding the resources that advance William & Mary

At William & Mary, we convene great hearts and minds to meet the most pressing needs of our time. As such, the university aspires to attract and retain exceptional students, faculty and staff who keep W&M at the forefront of teaching, learning and research. University Marketing emphasizes three core areas – enrollment, advancement and reputation – to enhance William & Mary's standing as a top institution of higher learning in the U.S. and around the globe. Through its work to strengthen brand perception, student recruitment, alumni engagement and fundraising, University Marketing advances William & Mary's distinctive excellence, raises its profile worldwide and secures its financial foundation – creating meaningful connections and wide-ranging impact for all times coming.

Position Summary

The Graphic Designer is a key member of the creative team within University Marketing at William & Mary. Reporting to the Associate Director of Art & Design, this position is responsible for developing strategically driven, brand-aligned visual communications that support the university's goals related to enrollment, advancement and institutional reputation.

This role focuses primarily on print communications, presentation design and institutional brand implementation. The Graphic Designer will create visually compelling materials across a wide range of applications including publications, brochures, invitations, reports, campaign collateral, environmental graphics, signage, presentations and event-related materials. The position will also support template-based design needs in platforms such as Canva and other approved tools while ensuring materials remain aligned with university brand standards. The position requires a strong understanding of typography, layout, color, photography and production processes, along with the ability to translate complex messaging into clear and engaging visual communications.

The Graphic Designer will collaborate closely with writers, photographers, project managers, marketing strategists, campus partners and external vendors to ensure all creative work supports the university's visual identity standards while meeting strategic communication goals.

The successful candidate will be a collaborative and proactive creative professional who can balance multiple priorities in a fast-paced environment while maintaining a high level of craftsmanship, organization and attention to detail.

The Graphic Designer will help foster a culture of belonging that embraces all people and perspectives. This is a hybrid position based in Williamsburg that offers a flexible work environment.

Learn more and download the position description on the University Advancement recruitment website: <https://advancement.wm.edu/come-work-with-us>.

Required Qualifications

- Bachelor's degree or equivalent combination of education, training and/or experience.
- Portfolio demonstrating strong creative proficiency in layout, typography and print design.
- Experience in graphic design, illustration and/or related creative work in an agency, corporate or higher education environment (typically 2+ years).
- Strong understanding of typography, color, composition, photography and information hierarchy.
- Proficiency in Adobe Creative Suite, particularly InDesign, Photoshop and Illustrator.
- Experience developing branded templates or self-service design assets in Canva or similar platforms while maintaining visual identity standards.
- Experience designing long-form publications and complex multi-page layouts.
- Knowledge of print production processes, file preparation and vendor coordination.
- Experience designing and maintaining presentation materials or branded slide templates using software such as Microsoft PowerPoint.
- Strong organizational, communication and project management skills.
- Ability to balance multiple priorities and meet deadlines in a fast-paced collaborative environment.
- Ability to work effectively with clients, vendors, leadership and multidisciplinary teams.
- Understanding of brand systems and visual identity implementation.
- Knowledge of accessibility and readability best practices for print and presentation materials.
- Commitment to creating inclusive, accessible and audience-centered communications.

Preferred Qualifications

- 3–5 years of professional design experience in an agency, corporate or higher education environment.
- Illustration skills or experience creating custom visual assets.
- Strong conceptual thinking and creative problem-solving abilities.
- Ability to visually communicate complex information and data.
- Demonstrated creativity, initiative and independent judgment.
- Strong presentation development skills.
- Excellent planning, organizational and analytical skills.
- Diplomacy, tact and professionalism when working with campus stakeholders and external partners.
- Ability to maintain a high degree of flexibility and efficiency under deadline constraints.
- Experience applying accessibility best practices in Adobe Creative Suite, Microsoft PowerPoint, PDFs or other digital publishing tools.

Conditions of Employment

- Subject to occasional evening and weekend work.
- This position is eligible for a flexible/hybrid work schedule. While some work may be completed remotely, the employee must be available to work on campus as needed for collaboration, meetings, creative reviews, event support and production-related responsibilities. This is not a fully remote position.
- Ability to travel as needed.

Job Duties

Graphic Design – 70%

- Design a wide range of visual materials for university marketing, communications and advancement needs across print, digital, web, email, social media, presentation and environmental applications.
- Support high-visibility institutional campaigns by developing polished visual concepts that align with campaign goals, audience needs and university priorities.
- Produce campaign creative that can extend across multiple channels and formats while maintaining consistency, clarity and visual impact.
- Translate creative briefs, messaging strategies and project goals into compelling design solutions that support recruitment, engagement, fundraising, reputation and institutional storytelling.
- Develop campaign materials that demonstrate strong typography, layout, composition, color, image selection, information hierarchy and brand application.

- Adapt approved campaign directions into cohesive suites of materials, including campaign graphics, publications, event materials, signage, postcards, print collateral, email headers, social media graphics, presentations and other marketing assets.
- Create designs that help complex messages feel clear, engaging and accessible for a variety of audiences.
- Prepare design options for review and revise work based on feedback from the design leadership team, project managers, clients and other collaborators.
- Balance multiple design assignments and communicate project status, questions and timeline concerns clearly.
- Apply accessibility best practices, including readable typography, appropriate color contrast and document structure.

Brand Application, Templates & Design Systems – 15%

- Apply William & Mary's visual identity standards consistently across university marketing and communications materials.
- Create, update and maintain branded templates, toolkits and reusable design assets that support consistency and efficiency across the university.
- Support template-based design needs in platforms such as Microsoft PowerPoint, Canva and other approved tools while ensuring materials remain aligned with university brand standards.
- Adapt existing brand systems and design templates for new uses while maintaining visual consistency and usability.
- Help organize and maintain design files, assets and templates to support efficient workflows and future reuse.
- Provide clear guidance to campus partners and internal collaborators on the appropriate use of branded templates and design assets.

Production & Quality Control – 15%

- Prepare accurate, production-ready files for print, digital, web, email, presentation and environmental applications.
- Review work carefully for accuracy, consistency, accessibility, brand alignment and production readiness.
- Coordinate with vendors and internal partners on specifications, proofs, timelines and final deliverables.
- Ensure final materials meet project requirements, production standards and university brand guidelines.
- Maintain organized final files and project materials for archiving, reuse and future reference.

Equal Opportunity Statement

EEO is the Law. Applicants can learn more about William & Mary's status as an equal opportunity employer by viewing the "Know Your Rights" poster published by the U.S. Equal Employment Opportunity Commission. <https://www.eeoc.gov/know-your-rights-workplace-discrimination-illegal>

Background Check Statement

William & Mary is committed to providing a safe campus community. W&M conducts background investigations for applicants being considered for employment. Background investigations include reference checks, a criminal history record check, and when appropriate, a financial (credit) report or driving history check.

Benefits Summary Statement

William & Mary offers our employees a full array of benefits including retirement, health insurance with options for expanded dental and vision along with group and optional life insurance with coverage for spouse and children, flexible spending accounts, and an EAP (Employee Assistance Program). Our employees enjoy additional university benefits such as educational assistance, professional development, wellness benefits, and a robust holiday schedule. All employees have access to fitness facilities on campus. Staff members also have access to the university libraries, and much more. To learn more, go to: <https://www.wm.edu/offices/uhr/benefits/index.php?type=none>

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In addition to salary, William & Mary provides wonderful benefits and perks that add to an employee's total compensation package. Below is a comprehensive overview of benefits for the **Web Communications Specialist** with the top salary of **\$60,000, commensurate with experience**. This position is classified as operational which defines the benefits package.

HEALTH & LIFE

Our **health plan options** are designed to support a healthy lifestyle for you and your family. As state employees, we have multiple health insurance plans to tend to our employees' health needs. The Commonwealth's Department of Human Resources Management (DHRM) administers all plans. For in-depth descriptions and cost of premiums for each plan, including optional buy-ups, visit [DHRM's Health Benefits website on plan choices](#). *New employees are required to make health coverage selections within 30 calendar days of hire date.*

Optional Life Insurance For benefits-eligible employees, a group life insurance policy is provided for you. The amount is equal to your annual salary rounded to the next highest thousand (when applicable), and then doubled. This is a double indemnity policy that would pay twice the value of the insurance in the event of an accidental death. .

Long Term Care Insurance The Virginia Retirement System (VRS) has contracted with Genworth Life Insurance Company to offer Long-Term Care Insurance to Commonwealth of Virginia employees. Coverage is participant-paid (directly billed to employees and not payroll deducted) for a monthly benefit allowance of covered long-term care expenses.

TIME OFF

In addition to 12 paid holidays per year, you will accrue 12 days per year of **annual leave**, which may be used however you wish, including vacations and other personal purposes, or to cover other kinds of leave for which you have zero balance.

A benefit unique to William & Mary eligible employees is an additional 16 hours of paid leave per year for **community service leave**, for services within their communities through school assistance or as a volunteer member of a community service organization, so you can get out there and be a part of the broader community.

RETIREMENT

In addition to Social Security, contributions will be made for you to a Virginia Retirement System (VRS) plan. The VRS plan that you are eligible to participate in is based on your hire date.

VRS Hybrid Plan (for employees hired on or after January 1, 2014 with no prior state service)

This is a combination of a defined (or fixed) benefit retirement plan and defined contribution (or 401k-like) plan. Members must have at least five years of service and have attained age 60 to retire early with reduced benefits. To receive full benefits, the member must be of social security age and have at least five years of service credit or when age and service credit equal at least 90.

The benefits received under the defined benefit portion of the plan are determined by salary, length of service, age at retirement, and the retirement income option selected (e.g., survivorship, partial lump-sum optional payout). The benefits received under the defined contribution portion of the plan are determined by the contribution level and fund performance over time. More information about the [VRS Hybrid Plan](#) can be obtained at the VRS website.

ADDITIONAL PERKS

In addition to the perk of living in Williamsburg, close to beautiful parks, nature trails, fabulous shopping, Second Sundays on Merchant's Square, farmer's markets and more, William & Mary employees enjoy these additional perks.

EMPLOYEE EDUCATIONAL ASSISTANCE

Under the [Educational Assistance Policy](#), faculty and staff who are eligible for retirement participation may be eligible to enroll in certain academic credit courses at William & Mary and have the current tuition paid or waived for up to 6 credit hours each semester and during summer session (all summer sessions combined). Some restrictions do apply. In certain cases, an employee may be approved to enroll in an academic course at an institution other than William & Mary and have the current tuition reimbursed. If you have questions after reading the policy, please contact the Tax Compliance Office at Tax@wm.edu.

AFLAC

Employees can choose from different optional policies for coverage such as cancer insurance, intensive care insurance and disability, etc. These are optional plans. For additional information please call 1-800-992-3522 or visit [AFLAC](#) on the web.

DISCOUNTS

W&M ID Card Local Discounts: Employees can use their ID card at participating local vendors in the Williamsburg area to receive discounts on meals, lodging and purchases.

Colonial Williamsburg Collegiate Pass: W&M employees are eligible for a discounted Colonial Williamsburg Collegiate Pass, which includes the use of Colonial Williamsburg's bus system and admission into any of the exhibits in the restored area. Present your W&M ID at the Colonial Williamsburg Visitor's Center or ticket offices to get your discounted pass.

Statewide Discounts: [DHRM List](#) information is online.

OTHER GREAT PERKS

Use of W&M Facilities: Many university facilities, including the [recreational facilities](#) and [the libraries](#), as well as [fitness classes](#), are available to employees. Contact specific facilities for details.

SunTrust Bank: SunTrust Bank provides benefits to William & Mary employees. For questions and assistance, please contact your local Jamestown Road SunTrust Branch (1186 Jamestown Road, Williamsburg, VA 23185) at 757-603-4749.

Child Care: [Williamsburg Campus Child Care](#) (WCCC) is a nonprofit organization which has had a successful program in Williamsburg since 1981.

CommonHealth: [CommonHealth](#) of Virginia offers programs available to all full-time William & Mary employees and dependents.

Legal Resources: [Legal Resources](#) is a program that allows employees to pay \$16.50 per month for legal services. Visit the website to learn more.