



Graphic Designer

Department: University Recreation + Wellness (UREC), University of Arkansas - Fayetteville

Position Description:

The Graphic Designer for University Recreation + Wellness is responsible for producing high-quality visual content that supports the department's marketing and communication efforts. This position plays a key role in maintaining brand consistency across all materials, including print, digital, promotional, and environmental graphics. The Graphic Designer works closely with the marketing team to meet design needs for each program area while upholding the department's visual identity standards.

This position will develop UA Career-Ready skills such as Critical thinking, Communication, Professionalism, and Technology.

Duties & Responsibilities:

70% – Design & Production

- Design marketing materials such as posters, flyers, social media graphics, digital signage, banners, UREC magazine, and promotional items (e.g., T-shirts, hats, stickers).
- Prepare and package files for print and digital use, delivering final products to requesters by assigned deadlines.
- Maintain an organized archive of all completed design projects.
- Follow University of Arkansas and University Recreation + Wellness branding and style guidelines.

20% – Collaboration & Creative Planning

- Attend weekly marketing staff meetings and contribute to creative planning.
- Collaborate with program areas to clarify design needs and timelines.
- Provide input on visual strategy and campaign cohesion.

10% – Representation & Administrative Support

- Positively represent the department at events and promotional activities.

- Other duties as assigned.

Minimum Qualifications:

- Current University of Arkansas student
- Proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop) on Mac platform
- Familiarity with print and digital formats (JPG, PNG, PDF, EPS, etc.)

Preferred Qualifications:

- Experience with print production and preparing files for vendors
- Familiarity with motion graphics, Canva, or web design tools
- Experience with branding and marketing strategy

Knowledge, Skills, and Abilities (KSA's)

- Knowledge of design accessibility standards

Federal Work Study Requirement:

- Federal Work Study award preferred but not required

Required License(s), Certification(s), & Background Checks:

- Adult & Pediatric First Aid, CPR, and AED certification or be able to obtain certification within 40 days of hire (UREC will provide a certification opportunity, if needed)
- Background checks not required for undergraduate candidates

Physical Activities Associated with this Position:

The following physical activities are associated with the position and will be performed with or without an accommodation. All individuals are encouraged to apply.

- Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently
 - Constant: Feeling, manipulating items with fingers, grasping, hearing, talking, repetitive motion
 - Frequent: Lifting, reaching, sitting, walking
 - Occasional: Balancing, crouching, kneeling, pulling, pushing, sharps, standing, stooping

Visual Acuity:

- Employee is required to have close visual acuity for tasks such as preparing and analyzing data and figures; transcribing; viewing a computer terminal; and inspecting design work.

Compensation & Benefits:

- \$13.50/hour

- Student Affairs Wage Scale: 4

Hours & Schedule:

- This position is designed to be a 10–15 hour per week in-person commitment.
- Weekly hours may be scheduled between morning, afternoon, and evening.

Employment Timeline:

- This position hires on an as needed basis.
- This position is eligible for up to 4+ years of continuous employment upon satisfactory

Supervision: Assistant Director of Marketing and Public Relations, University Recreation + Wellness

This job will provide experiences to develop the following UA Career-Ready Skills:

Communication | Teamwork | Technology | Professionalism

- **Ability to Use Written Communication:** Ability to effectively convey information and meaning through written mediums that is free from spelling and grammatical errors, easy to understand, engaging to read and employs proper tone.
- **Ability to Respect Multiple Perspectives:** Ability to listen carefully to others, taking time to understand and ask questions and effectively manage conflict, interact with and respect individual personalities and life experiences, meeting ambiguity with resilience.
- **Ability to Integrate Strengths:** Ability to recognize the knowledge, skills and abilities of others and integrate them into the team's performance.
- **Ability to Leverage Technology:** Understand how to identify, select, and use the appropriate technology for improving workplace efficiency and productivity.
- **Ability to Achieve Goals:** Ability to effectively prioritize and complete tasks that align with goals.

Application Instructions and Required Documents:

- Please contact Lindsay Smith at ltlarso@uark.edu with additional questions about the position.
- Required Application Materials: Resume, Cover Letter, and Portfolio
- Application documents must be submitted in Workday.
- Application deadline: _____

Equal Opportunity and Compliance:

The University of Arkansas is an equal opportunity institution. The University does not discriminate in its education programs or activities (including in admission and employment) on the basis of any category or status protected by law, including age, race, color, national origin, disability, religion, protected veteran status, military service, genetic information, sex, sexual preference, or pregnancy. Questions or

concerns about the application of Title IX may be sent to the University's Title IX Coordinator or to the U.S. Department of Education Office for Civil Rights.