



THINKING BEYOND TO SERVE OUR COMMUNITY

Specialist, Graphics – CFHP

Job Class: 2183
Created: 01/18
Revised: 01/2021

POSITION SUMMARY/RESPONSIBILITIES

As a Graphics Specialist, completes various design and production projects (print, digital, and video) to effectively advance the mission of Community First Health Plans. Provides creative direction and technical assistance for collaterals and campaigns that support external and internal audiences, including the programs the organization serves. Responsible for concept, design, layout, and execution of print collateral, digital images, and web videos to include newsletters, brochures, forms, logos, posters, banners, presentations, social media posts, website content, instructional videos and animations, and ads. Manages and executes use of corporate logos and branding procedures to ensure all corporate visuals comply with graphics standards of the organization's brand.

FUNCTIONS/BEHAVIORS

1. Conceptualize, produce, and enforce the visual identity for the corporate brand. Works to preserve consistency and cohesion, while ensuring all branded materials express the most effective and recognizable company message. (E, 20%)
2. Coordinates and participates in the production of the development and execution of collaterals and materials for projects and campaigns related to Community First's programs. Responsible for development of such collaterals for various platforms, including print, electronic media, and presentations. Must have ability to plan, write, proof, produce, and execute such communications pieces and campaigns related to Community First's programs. (E, 20%)
3. Serve as subject matter expert regarding appropriate graphics programs and design elements to best create professional, audience and media appropriate materials. (E, 10%)
4. Responsible for the development and coordination of both internal and external collaterals and publications, including all member materials and kit fulfillment, provider materials, including provider directories, and graphics to support the Community First web sites (both externally and internally). Maintains professional relationships with advertising agencies, external printers, photographers, external designers and illustrators, promotional vendors, and any other business relationships on behalf of the department, providing input and direction on design, print production, and final product delivery. (E, 15%)
5. Appropriately targets health plan members, providers, employers, payors, staff members, and others for marketing, promotion and communications initiatives. (E, 5%).
6. Must be familiar with print production processes, including thorough knowledge of best practices for final product delivery. (E, 5%)

7. Must use mature judgement and professional experience to confer with Community First Corporate Communications management team to formulate planning of such materials, including making recommendations for best layouts to communicate with audience. Provide technical guidance, training, and mentoring to team on design and prepress issues. (E, 5%)
6. Maintains integrity of corporate communications standards with regard the organization's corporate identity to include brand standards, appropriate usage of the organization's logo(s), business cards, letterhead, and other printed matter affecting the image of the organization. (E, 5%)
7. Develops relationships and partnerships with vendors and partners to further Community First's work as a corporate good citizen and to gain support in the community for the organizational mission. (E, 5%)
8. Maintain and keep current an inventory of collaterals, forms, graphics, and photography files for the organization. (E, 5%)
9. Performs all other duties as may be requested or assigned. (E, 5%)
- 10. Demonstrates competence to perform assigned and general customer assistance responsibilities in a manner that meets the age-specific and developmental needs of customers encountered. (E)**
- 11. Appropriately adapts work and customer assistance methods to accommodate the unique physical, psychosocial, cultural, age-specific and other developmental needs of customers. (E)**
- 12. Supports University Health System mission, vision and values. Demonstrates established customer service behaviors and standards. Treats all customers with courtesy, dignity, respect and professionalism. (E)**

SUPERVISION

Direct supervision is received from the Community First Creative Services Manager, Corporate Communications & Marketing.

EDUCATION/EXPERIENCE

Bachelor's degree in graphic design, communications, marketing, public relations, journalism, or a related field is preferred but not required. Five or more years' experience in a communications role, with graphic design experience preferred. Excellent written communication and artistic skills are required. Health care experience a plus but not required.

ACCURACY

Exactness and precise attention to detail are required.

EQUIPMENT

Must be familiar with use of personal computer and accompanying software packages to perform job duties, including demonstrate working knowledge of software packages for graphic design, including Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat, and Microsoft Office. Must be familiar with other programs common to most office settings.

WORKING CONDITIONS

Works in modern, well-equipped administrative facilities with exposure to shared cubicle office space. Frequent interruptions, deadlines and decisions. Local travel to other

Graphics Specialist, Corporate Communications and Marketing

Community First Health Plans

Page 3 of 3

Health System facilities and community events is required. Must maintain flexibility to work long and irregular hours to complete project deadlines as needed.

OTHER

Will be asked to provide submission of portfolio of sample work. Must successfully complete the pre-employment/post job offer health screening examination and the annual screening, each year thereafter, as an employee.

HOW TO APPLY

Community First Health Plans is part of University Health. All job applications are received through University Health Human Resources.

To submit an application, [apply here](#).