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## EMPLOYMENT LISTING

### College Faculty – Graphic Designer

#### Elsah Campus, Elsay, IL

**Summary:** Principia College is looking for a graphic designer to support Principia College as they build their brand. This graphic designer will develop big brand expression ideas, campaign work and internal communications which build positive brand awareness and reputation. This dynamic position involves conceptualizing, developing and executing innovative brand marketing campaigns, creating compelling content across various platforms, and collaborating with internal stakeholders to achieve organizational goals. The ideal candidate will possess a blend of design, conceptual thinking, attention to detail, and strong communication skills, along with a passion for higher education and a commitment to promoting the college's mission and values. This position will report to the Director of College Marketing and Communications and other key stakeholders across the institution to maximize the impact of the College's brand expression and communications efforts. Full-time, 12 month position.

#### Who We Are

At our award-winning pre-K–12 school in St. Louis, Missouri, and top-ranked Principia College in Elsay, Illinois, Principia faculty and staff make up a close-knit community of educators, coaches, and professionals taking a distinct approach to education—blending academic excellence with Christian Science-based character education. Principia's team of over 500 employees supports not only Principia School and Principia College, but also a worldwide network of Alumni & Friends.

At Principia College, our globally focused curriculum honors diverse perspectives and develops creative changemakers who use their academic skills for good in service to themselves, their communities, and the world. In-depth study meets real-world experience through study abroad programs, internships, capstone projects, and a robust slate of student activities, including a world-renowned mediation team, top-ranked solar car team, national champion rugby club, and the nation's oldest student-run public affairs conference.

Principia employees are part of an engaging academic community preparing students to be tomorrow's leaders, thinkers, and changemakers. We strive to create a [collaborative and inclusive environment](#) where everyone feels they belong and are valued.

## Primary Responsibilities

- Helps the develop and execute communications and marketing strategies to increase awareness and improve brand perception of Principia College among all audiences
- Collaborates, brainstorms, and strategizes with multiple teams on a wide range of materials that may include web pages, presentations, programming collateral, signage, internal communications, newsletters, and marketing materials
- Translates strategic direction into high-quality design within our established brand identity
- Develops concepts and execute original content by determining the ideal usage of color, text, font style, imagery, and layout
- Manages the design and uploading process for all project materials, based on best practices for using a content management system
- Creates and distributes content for digital platforms, including social media, website, and blogs, to showcase campus life, academic programs, achievements, and events
- Works with the Marketing Director to create compelling campaigns, best in category marketing materials (flyers, posters and promotional items), internal communications of events, logo development, motion graphics and assist on video shoots
- Collaborates with the Marketing Director on Principia College's external website and College app, and supports associated College-specific external websites (i.e., ISPaSO, Athletics, Study Abroads, etc.) to ensure consistency with Principia College brand standards and visual identity guidelines
- Ensures all marketing and communications materials have a consistent voice, look, and brand across all channels, ensuring adherence to brand guidelines
- Collaborates with Principia's Advancement and Alumni offices in support of the College's fundraising, alumni network, and alumni event outreach efforts
- Ensures the College's marketing and communications efforts align with and support the broader institution's goals and priorities
- Keeps abreast of ongoing changes and trends in design and best practices

## Core Competencies

- **Planning and Organizing:** Prioritizes and plans work activities; uses time efficiently; manages multiple projects and tasks simultaneously
- **Results Driven and Productive:** Ability to prioritize and deliver results in a high-volume environment, as well as willingness to work cross-functionally across diverse teams, departments, and all levels of management, works within deadlines and under occasional heavy workloads
- **Teamwork:** Accountable to team, works to meet established deliverables, appreciates view of team members, respectful
- **Quality:** Demonstrates attention to detail, accuracy, and thoroughness
- **Communication:** Communicates well (written and verbal), delivers presentations, has good listening skills with high energy, drive, and both intellectual and emotional intelligence and the ability to work effectively and professionally with faculty and staff at all levels, builds strong relationships and solicits feedback

- **Project Management:** Monitors status of projects, thoroughly deals with project details, holds project owners accountable, delivers clear, accurate depiction of status
- **Innovation and Adaptability:** Works to articulate the vision and shows creativity when defining solutions, adapts to and energized by change, open to new ideas and responsibilities in an entrepreneurial and rapidly evolving setting with a “can-do” attitude, team spirit, good humor, flexibility, and enthusiasm; creative, offers new ideas

### **Minimum Qualifications** \_

- Student of Christian Science
- Supportive of Principia’s mission, vision and values as articulated [here](#)
- Minimum 3 years of experience in an agency setting — higher education or non-profit experience preferred; 3-5 years of relevant experience as a conceptual Graphic Designer
- Bachelor’s Degree or higher in Fine Arts, Graphic Design, Digital Media Design, Advertising/Portfolio school or equivalent combination of education and work experience
- Possesses strong design skills, understanding the synergy between layout, color theory, typography, and information hierarchy
- The ability to work on small- and large-scale projects for digital and print media, including marketing collateral and presentations
- Experience working hands on in existing and emerging programs and platforms: Photoshop, Illustrator, InDesign, After Effects, PowerPoint, XD, Sketch, Figma, Midjourney, and other AI Platforms
- Strong background in branding, advertising, a strategic mindset, and a talent for creative brainstorming and execution creating marketing/advertising campaigns across marketing channels: digital, social media, paid media, mobile, offline, and print — from concept to completion
- Must provide portfolio

The statements above describe the general nature and level of work but are not a complete list of responsibilities and are subject to change at the discretion of Principia.

### **Equal Opportunity** \_

Principia, a mission-driven institution, believes every person has the right to an equitable and respectful educational environment and workplace. Principia does not discriminate on the basis of race, color, national origin, ethnicity, gender (identity or expression), sexual orientation, family status, disability, age, or military or veteran status.

For more information: [www.principia.edu/jobs](http://www.principia.edu/jobs); [Beth.Trevino@principia.edu](mailto:Beth.Trevino@principia.edu); 618-374-5202