

The Illinois Leadership® Center
Graphic Designer & Photographer Positions

Overview

The Illinois Leadership Center at the University of Illinois provides students, faculty and staff with opportunities to develop, or enhance, essential leadership skills. Our programs and services provide leadership training through both academic coursework and experiential programming. We help provide the '*experience you need for life*' to be successful in your community, organizations, and relationships.

Graphic Designer Position

We utilize print media, social media (Facebook, Twitter, etc.), and other electronic formats for our marketing efforts, all of which the Graphic Designer would be responsible for creating. These materials serve as a means to highlight ILC programs and services, the skills we teach, and should highlight leadership education at the University of Illinois.

The Graphic Designer serves as a member of the ILC Branding, Marketing, Advertising, and Outreach (BAM-O) Team and in addition to designing publications will make suggestions for improving, print materials, and the marketing strategy. As a member of the BAM-O team, the Graphic Designer may be asked to present at outreach events with other staff members.

Requirements for the Graphic Designer:

1. Current undergraduate at the University of Illinois in good standing
2. A graphic design background and the ability to demonstrate basic understanding of graphic design concepts and skills
3. Familiar with Adobe software (such as InDesign, Illustrator, Photoshop, etc.), as well as with print and digital formats (native files, JPG, TIFF, PNG, EPS, PDF, etc.)
4. Ability to work independently, as well as within a team and/or collaborating with others on various tasks and projects
5. Ability to work in a fast-paced environment, handle multiple tasks simultaneously, and meet deadlines
6. Creative, organized, punctual, reliable, initiative, and have keen attention to details.

Graphic Designer (10-12 hrs./week)

- Produce marketing materials that may include, but not limited to: ads, posters, brochures, newsletters, flyers, digital ads, displays, banners, and websites
- Maintain an orderly archive of projects
- Adhere to University of Illinois and Illinois Leadership® Center branding and style guides
- Assist with social media or experiential marketing efforts
- Other duties as assigned

Photographer/Videographer Position

We use photos in a variety of ways (reports, our website, Facebook, on posters, etc.). We take photos at all of our events, and photographers are scheduled to attend a number of those events throughout the year. Many of our programs are on Saturdays or in the evenings, and photographers will usually be present for 2-4 hours at each program.

The Photographers serves as a member of the ILC Branding, Marketing, Advertising, and Outreach (BAM-O) Team. As a member of the BAM-O team, the Photographers may be asked to present at outreach events with other staff members.

Requirements for the Photographer/Videographer

1. Current undergraduate at the University of Illinois in good standing
2. Solid photography skills
3. Experience with, and access to, photo editing software
4. Professionalism while representing the Illinois Leadership Center
5. Initiative, motivation, and punctuality
6. Access to a personal camera

Photographer/Videographer duties (work hours as needed)

- Responsible for the delivery of a wide range of photographs and videos from multiple events and programs; covering all aspects of each assigned event, to ensure the experience of the event is captured through photographs and video clips
- Processing and editing photos/videos as needed for final use
- Upload photos to shared server/file location where marketing staff have access to photos/videos
- Meet regularly to review upcoming events, required photos/videos, and assignments
- Other duties as assigned

Expectations of Photographers

1. Able to confirm attendance at programs at the start of the semester.
2. Provide finished photos to the Illinois Leadership Center within 1 week of the program's completion (photos should be audited and edited prior to submitting)
3. Align photographs with photographic guidelines (below)
4. Are responsive to email and punctual to programs
5. Take enough photos during the events to provide a solid selection of 50 good quality, publishable photos per program

Photography Guidelines

Photos provide insight into the types of experiences our programs offer and due to their use in our publications, it is important that they follow these guidelines:

- High resolution; are engaging to view and professional in tone
- Show both individual interaction as well as shots of program materials/venues/environment
- Include diversity (age, gender, ethnicity, etc.) to highlight the variety of students we serve