Designer & Brand Specialist

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Position Type: Enterprise - Staff

Education Level: 4 Year Degree

Category:
Enterprise

Description

The Opportunity:
Unity Environmental University is seeking a Designer & Brand Specialist to own and protect the visual integrity of the institution across all channels, digital, print, events, and executive communications. This role ensures Unity's brand looks consistent, modern, and credible at national scale. The Designer & Brand Specialist does not simply "make graphics." They build the system that makes quality repeatable: templates, standards, creative direction, print production workflows, and brand quality control.

The ideal candidate is a strong designer who also thinks operationally, able to create fast-turn assets while building a library of reusable components that makes the functional area more efficient. The role is also expected to thoughtfully use emerging AI-enabled creative tools (e.g., rapid layout exploration, image cleanup, versioning, resizing, background removal, initial concept variations) to accelerate production while keeping Unity standards, accuracy, accessibility, and brand governance intact.

This role works closely with the Marketing function to ship campaigns, support enrollment growth, and elevate institutional storytelling.

Salary: $55,000 - $70,000

Day to day responsibilities:

- Serve as brand steward and visual quality-control lead for Unity.
- Create print and digital collateral including brochures, ads, one-pagers, signage, programs, and campaign creative.
- Build and maintain templates and brand toolkits for common needs (social, email graphics, web modules, presentations, event signage).
- Own layout and production for long-form materials (reports, magazine layout, program brochures).

- Work with Enterprise Records to ensure accurate and timely print production workflows.
- Collaborate with Web/Digital to ensure design assets are optimized for web performance and accessibility.
- Partner with Media Lab to align video/photo graphics, lower-thirds, thumbnails, and motion needs with the brand system.
- Maintain asset libraries (logos, typography, icons, brand elements) with clear usage rules.
- Translate campaign objectives into strong creative concepts that support measurable outcomes.
- Apply accessibility and readability standards across all designed materials.
- Use AI-enabled tools where appropriate to streamline repetitive design work (resizing, versioning, cleanup) and accelerate early concepting while maintaining human review, rights/usage awareness, and brand quality control.
- Support event and commencement design needs (programs, signage, stage/backdrop visuals, wayfinding).
- Travel as needed; maintain regular on-site presence aligned with institutional expectations.

Qualifications

Do you have the skills?

- Bachelor's degree in Graphic Design, Visual Communication, or related field (or equivalent experience).
- 4+ years of professional design experience with a strong portfolio demonstrating brand systems and production-ready work.
- Proficiency with Adobe Creative Cloud (Illustrator, InDesign, Photoshop; others as applicable).
- Strong layout and typography skills; ability to create clean, modern, readable designs.
- Experience producing print-ready files and managing proofing/print workflows.
- Strong organizational skills and the ability to manage multiple deadlines simultaneously.
- Ability to collaborate cross-functionally and translate strategy into visual systems.
- Comfort adopting new tools, including AI-enabled features, to increase speed and consistency without lowering standards.
- Ability to obtain a valid Maine driver's license and maintain a clear driving record.
- Ability to travel as needed.

Preferred skills:

- Experience with motion graphics or light animation.
- Experience designing for higher education, mission-driven brands, or complex organizations.

- Familiarity with accessibility standards (contrast, typography, readability, alt-text workflows).
- Basic understanding of web design patterns and component-based systems.
- General familiarity with HTML, Java, UX principles, and WordPress

Location: Pineland Farms, New Gloucester, Maine
Just a half hour from Portland, Unity Environmental University Headquarters, Unity Environmental University Distance Education, In-Person @ Pineland, and the School of Environmental Business & Sustainable Ventures are based at the Pineland Farms campus. The facilities are within easy access to one of the fastest-growing cities for startups in the country.

Work Schedule:
Work hours are specific to the requirements of this position and can include days, evenings, and weekends. Working extended hours required as needed. Must be flexible and cooperative in fulfilling responsibilities and meeting the Institution's needs. Although Unity Environmental University employees are generally scheduled to work at their specifically assigned locations, there are times when travel is necessary and employees are required from time to time to attend events, meetings or work temporary assignment at any Unity Environmental University location.

Physical Demands:
While performing the duties of this job, it is regularly required to sit and talk or hear. The employee is occasionally required to stand or walk. The employee must occasionally lift and/or move up to 25 lbs. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus. The use of either hand for repetitive movements such as grasping, grasping and turning, and fine manipulation is required as is the ability to use the telephone for internal and external communications.

Company Perks:
Unity Environmental University offers a comprehensive and competitive compensation and benefits package for its faculty and staff. Benefits for eligible employees include:

- Paid holidays off
- 4 weeks of PTO
- Medical, Dental, and Vision Insurance
- Short- and Long-term disability
- Life Insurance
- Retirement Plan with up to 8% match
- Relocation Assistance

At Unity College, we dont just accept difference we celebrate it, we support it, and we thrive on it for the benefit of our employees, our students, and our community. Unity College is proud to be an equal opportunity workplace and is an affirmative action employer.