



About St. Francis College (SFC)

Founded in 1859 by the Franciscan Brothers, St. Francis College (SFC) has a rich legacy of academic excellence and service. Located in Brooklyn, New York, SFC educates over 4,500 students, primarily from the five boroughs, with backgrounds representing over 70 countries and more than 40 languages. With a network of 20,000 alumni, the college has produced distinguished public servants, scientists, lawyers, business professionals, nurses, teachers, and members of the clergy.

Rooted in Franciscan values of community, collaboration, and connection, SFC remains committed to providing a first-class, attainable, high-quality education to individuals of all racial, ethnic, and religious backgrounds, with a special focus on working-class New Yorkers. In 2021, the College launched a transformative initiative to restructure academic and programmatic offerings, aligning them with 21st-century career needs while expanding its reach locally and internationally. In 2022, SFC relocated to a modern, state-of-the-art campus in Downtown Brooklyn, ensuring it continues to prepare students for success in a rapidly evolving world.

Job Summary

Reporting to the Department of Marketing, the **Creative Brand Specialist** serves as the primary driver of the College's visual brand by creating engaging print and digital marketing materials for internal and external initiatives. The role manages the College's social media channels, supports the website, portal, internal/external newspaper, and digital signage network, and assists with photography and videography to enhance marketing and storytelling efforts.

Salary Range: \$60,000 – \$70,000 per year

Essential Duties and Responsibilities: Creative Brand Specialist

Design & Brand Production

- Design and produce static advertising and collateral (flyers, digital ads, signage, print pieces) for College events and initiatives, for both internal and external distribution
- Ensure all visual materials adhere to SFC's institutional branding and aesthetic standards

Digital Signage & Web Support

- Oversee the scheduling and display of promotional flyers on the College's internal screen network (on-the-job training provided)
- Support updates and maintenance of the College's website and student/staff portal as needed

Social Media & Content Creation

- Manage the College's social media accounts, creating and scheduling content in alignment with the departmental social media strategy
- Produce occasional original photo and video content to support marketing and social media efforts

Publications

- Contribute to the design, production, and coordination of the College's internal newspaper, which is distributed internally and externally and published on the College website



Collaboration & Stakeholder Engagement

- Coordinate with departments across the College to support event promotion and institutional initiatives

Special Knowledge, Skills, & Abilities

- Proficiency in the Adobe Creative Cloud and social media platforms
- Strong organizational and time management skills, with demonstrated ability to manage multiple design deadlines for physical and digital platforms simultaneously
- Strong attention to detail and commitment to brand consistency
- Excellent interpersonal and communication skills
- Working knowledge of photography and videography (shooting and basic editing)

Physical Requirements

- Ability to move throughout the campus and between locations to support events, signage, and photo/video coverage

Minimum Qualifications

- Bachelor's degree in graphic design, visual communications, digital media, or a closely related creative field
- Proficiency in the Adobe Creative Cloud and social media platforms
- A portfolio demonstrating range across print/digital design, photography, and video
- Demonstrated ability to manage multiple design deadlines for physical merchandise and digital platforms simultaneously

Preferred Qualifications

- Experience designing for a college, university, or other multi-department institutional environment
- Experience contributing to a newspaper, magazine, or other regularly published editorial product (layout, design, or content)
- Familiarity with website content management systems (e.g., WordPress) or student/staff portal platforms
- Working knowledge of photography and videography (shooting and basic editing) for use in marketing and social content

Interested applicants can apply by clicking [here](#). Please submit a resume, cover letter, and portfolio link showcasing relevant design, photography, and/or video work.

St. Francis College is committed to providing opportunities to all persons without regard to sex, race, creed, color, religion, national origin, citizenship status, age, disability, marital status, gender identity or expression, predisposing genetic characteristics, status as a victim of domestic violence, sexual orientation, status as a Vietnam-era or special disabled veteran, or any other characteristic protected by law in its education programs and activities or employment.

The College is an Equal Opportunity employer.