

DATE: APRIL 2024

FLSA: NON-EXEMPT

SALARY: GRADE K

CBA DESIGNATION: CLASSIFIED BARGAINING UNIT

GRAPHIC DESIGNER

BASIC FUNCTION

Performs a variety of duties in the production of documents and publications, including graphic design, concept development, and layout for offset and digital printing; collaborates with client on concepts to produce workable production pieces; and assures jobs comply with District/college branding guidelines and District writing styles.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the assigned area supervisor. May provide lead direction to temporary staff and/ or student workers.

CLASS CHARACTERISTICS

This classification in the Graphic Designer series is responsible for independently performing technical duties in support of the department. Employees at this level exercise judgment and initiative in their assigned tasks, receive only occasional instruction or assistance as new or unusual situations arise, and are fully aware of the operating procedures and policies of the department.

EXAMPLES OF TYPICAL JOB FUNCTIONS

1. Serves as the graphic designer for the District and colleges, interpreting customer needs and creating original artwork for various digital and print media projects.
2. Provides conceptual/production design for print, social media, and marketing collateral materials and displays; collaborates with clients on concepts to produce workable production pieces, providing proofs, and submitting jobs for production in order to meet tight deadlines.
3. Creates large-scale projects and marketing materials including, but not limited to, accreditation reports, student handbooks, catalogs, media guides, digital forms, newsletters, external community publications, and campaigns utilized for public information and recruitment for the District/colleges; creates graphics for web use, designs web headers and ads to be used for digital advertisement and usage on college websites.
4. Designs artwork for promotional product lines, including dye sublimation, direct to garment and silk screening.
5. Collaborates with committees in the establishment of brand guidelines and asset development; communicates with clients, Strategic Communications, and administrators to ensure jobs comply with District/college branding guidelines and District writing styles and follow state and federal guidelines in the use of appropriate disclaimers.
6. Serves as a department liaison on specifications for projects, materials needed, and deadlines.
7. Serves as a design consultant/resource to District and college staff, faculty, and administrators, providing advice and troubleshooting on creative projects.
8. Maintains the department archive system in order to retrieve past jobs; logs jobs into the archive and maintains accurate records for research purposes.
9. Works with outside vendors in the completion of jobs, including file setup, proofing, and approvals.
10. Participates in District-provided in-service training programs.
11. Performs other related duties as assigned; specific duties not listed does not exclude them for this classification if the work is similar or related.

QUALIFICATIONS

Knowledge of:

1. Digital imaging, offset and digital printing processes.
2. Design concepts including, but not limited to, color, balance, fonts, and layout.
3. Branding concepts.
4. A diverse range of software used in desktop publishing and graphic design work, including Adobe Creative Suite and Microsoft Office products.
5. Recordkeeping principles and practices.
6. Methods and techniques of designing and producing a wide range of marketing materials and publications.
7. Methods and techniques of creating visual content for the web and social media.

Ability to:

1. Design a wide range of marketing materials and publications.
2. Create large scale marketing projects such as reports handbooks, media guides, and related documents.
3. Interpret client design needs and develop concepts; work collaboratively with departments to achieve their design goals.
4. Create graphics for websites and social media.
5. Maintain the department's archive system and research past artwork files on archive server.
6. Independently organize work, set priorities, meet critical deadlines, and follow up on assignments.
7. Exercise independent judgment within general policy and procedural guidelines.
8. Effectively use computer systems, software applications relevant to work performed, and business equipment to perform a variety of work tasks.
9. Communicate effectively in the course of performing work tasks.
10. Establish, maintain, and foster effective working relationships with those contacted in the course of work.
11. Demonstrate clear evidence of sensitivity and understanding of the diverse academic, socio-economic, disability, and ethnic backgrounds of students, staff, and the community.
12. Provide efficient, high-level customer service to the public, vendors, contractors, and District personnel.

Education and Experience:

An associate's degree with coursework in graphic design or a related field and two (2) years of experience in professional graphic design; or an equivalent combination of education, training, and/or experience.

Licenses and Certifications:

None.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This classification primarily works in an office and standing in and walking between work areas is occasionally required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment.

Employees in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 10 pounds.

The essential functions of this classification must be performed by the incumbents with or without reasonable accommodations.

ENVIRONMENTAL CONDITIONS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset individuals in interpreting and enforcing departmental policies and procedures.