



## GRAPHIC DESIGN SPECIALIST

Class Code	OT Status	EEO Category	Represented Status	Salary Grade	Effective Date	Status	Pages
	Non-Exempt	Technical/ Paraprofessional	PEU Local 1	66	07/01/2017	Classified	1 of 2

### DEFINITION

To design, develop, and produce marketing and communication materials for college faculty and staff; to coordinate and schedule the print production and delivery of graphic services; and to provide technical staff assistance.

### SUPERVISION RECEIVED AND EXERCISED

- Receives supervision from a departmental supervisor or manager.
- May receive technical or functional supervision from higher-level departmental personnel.
- May provide training and direction to student assistants or other assigned staff.

### EXAMPLES OF DUTIES

Duties may include, but are not limited to, the following:

- Designs, develops, and produces graphic materials which are used for instructional purposes by faculty and staff.
- Produces graphic materials for non-instructional uses by the District.
- Designs, configures the lay out, and produces original publicity and advertising materials such as posters, brochures, programs, flyers, postcards, advertisements, signs and tickets; works closely with faculty and staff to determine graphics needs and appropriate methods to be applied.
- Produces and uploads graphics, photos, schedules and catalogs on the college website, creating interactive linking as necessary.
- Determines appropriate media, materials, and design of graphics to be produced; schedules, coordinates and prioritizes projects to ensure effective and efficient results.
- Troubleshoots, maintains, and performs minor repair on equipment used.
- Prepares purchase orders and reviews material needs with vendors and suppliers.
- Provides assistance with budget preparation, providing input as to what materials, supplies, and equipment are needed.
- Operates wide production and recording equipment, including cameras, computers, and related control equipment.
- Works collaboratively with the Marketing and Communications Director on college projects and marketing campaigns.
- Manages projects assigned to interns; helps develop artwork pieces and monitors to ensure successful completions.
- Performs related duties as assigned.

### MINIMUM QUALIFICATIONS

Knowledge of:

- A wide variety of state-of-the-art graphics media, materials, supplies, and equipment, and their uses and applications.



## GRAPHIC DESIGN SPECIALIST

Class Code	OT Status	EEO Category	Represented Status	Salary Grade	Effective Date	Status	Pages
	Non-Exempt	Technical/ Paraprofessional	PEU Local 1	66	07/01/2017	Classified	2 of 2

- Principles, practices, methods, and techniques of graphics design.
- Uses and operation of photographic equipment and materials.
- Applications of graphics to a variety of instructional and learning programs.
- Effective communication methods, both oral and written.
- Modern practices and procedures used in purchasing, budgeting, and personnel management.
- Copyright and Fair Use Laws.

Skill/Ability to:

- Design, lay out, and produce original artwork for instructional, informational and marketing purposes.
- Schedule and prioritize work to accomplish expected results in an effective, efficient, and timely manner.
- Operate and maintain photographic equipment and supplies.
- Perform assigned responsibilities with a significant degree of independence and judgment.
- Learn, interpret, and apply District policies and procedures.
- Establish and maintain cooperative work relationships with those contacted in the performance of required duties.
- Demonstrate understanding of, sensitivity to, and respect for the diverse academic, socio-economic, race, ethnicity, gender identity, sexual orientation, age, mental or physical disability, and religious background of all students, faculty and staff, and with all individuals encountered in the performance of required duties.

### EXPERIENCE AND TRAINING

- Three (3) years of increasingly responsible work experience performing media designer functions.

### EDUCATION/LICENSE OR CERTIFICATE

- Possession of a Bachelor's degree from an accredited college or university in Graphic Design, Illustration/Design, Art/Design or a related field, or the equivalent.

Adopted: 07/01/17