



GRAPHIC DESIGN TECHNICIAN

SALARY GRADE: [C1-48](#)

DEFINITION:

Under the direction of an assigned supervisor, design and produce internal and external marketing materials utilized in advertising, marketing, recruiting, fund-raising and community relations for the College.

EXAMPLE OF DUTIES AND RESPONSIBILITIES:

Depending upon assignment, duties may include, but are not limited to, the following:

1. Design, lay out, edit, update and prepare for press a variety of multi-color jobs including the employee newsletter, newspaper advertisements, brochures, flyers, forms and other publications utilized by the Marketing/Communications Office, the President's Office and the Development Office.
2. Coordinate, correspond and follow up with division/department office regarding copy changes for College schedules and catalogs; organize information and make necessary changes to editorial copy pages; design and lay out advertisements for schedules; operate a computer and utilize appropriate software.
3. Manipulate images and photographs utilizing software programs for standard desktop publishing uses; produce the annual catalog utilizing design format and scanned images on a computerized template.
4. Operate a variety of graphic arts tools, equipment and machines.
5. Perform assigned duties such as editing handbooks, preparing business cards and letterhead, press-ready art, organizational charts, certificates, programs, reports, promotions and other assigned projects.
6. Attend a variety of meetings as assigned.
7. Prepare and maintain various records, logs and files.
8. Coordinate activities with clients to produce final documents; receive copy in formats such as hard copy, disks, handwritten and verbal; answer questions, provide assistance and produce press-ready art.
9. Perform related duties as assigned.

EMPLOYMENT STANDARDS:

Knowledge of:

1. Computer graphics, desktop publishing and word processing.
2. Computer graphic hardware and software including scanning equipment.
3. Graphic art design techniques.
4. Methods, equipment and materials used in graphic art.
5. Oral and written communication skills.
6. Record-keeping techniques.
7. Interpersonal skills using tact, patience and courtesy.
8. Technical aspects of field of specialty.

Ability to:

1. Demonstrate understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff.
2. Design and produce internal and external marketing materials utilized in advertising, marketing, recruiting, fund-raising and community relations for the College.
3. Develop and organize ideas of design and presentation.
4. Meet schedules and time lines.
5. Work independently with little direction.
6. Prepare and maintain records and logs.
7. Communicate effectively both orally and in writing.
8. Operate a computer and assigned software.
9. Utilize a variety of tools and equipment used in graphic art.
10. Plan and organize work.
11. Establish and maintain cooperative and effective working relationships with others.

Education and Experience

Any combination equivalent to:

1. Associate's degree in graphic arts or related field.
2. Two (2) years experience in design and production of press ready materials.

WORKING CONDITIONS:**Environment:**

1. Office environment.

Physical Abilities:

1. Hearing and speaking to exchange information in person and on the telephone.
2. Dexterity of hands and fingers to operate computer keyboard and specialized graphic art equipment.
3. Vision to read various materials.
4. Standing for extended periods of time.
5. Reaching overhead, above the shoulders and horizontally.
6. Bending at the waist, kneeling or crouching.
7. Lifting, carrying, pushing or pulling heavy objects up to 30 lbs.

Hazards:

1. Extended viewing of a computer monitor.

Date Approved: January 30, 2002; September 2015
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