



WEB AND PRINT COMMUNICATIONS DESIGN COORDINATOR

SALARY GRADE: [C1-62](#)

DEFINITION:

Under the direction of the Director of Marketing and Communications, directs the visual identity and visual communications for the college. Oversees and creates the design and visual identity standards for the college and implements a consistent visual image and presence for all college Web, electronic and print communications. Directs other designers in the production of college Web, electronic and print publications and marketing materials. Coordinates the design of all college Web and print materials; directs and oversees the work of independent contractors for Web and print design and production; works directly with off-campus production vendors; works directly with college and district faculty, staff and administrators to initiate projects and provide design guidance; provides training and work direction to assigned staff.

EXAMPLE OF DUTIES AND RESPONSIBILITIES:

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

1. Directs and oversees the visual identity and visual image of the college. Develops and implements a consistent visual image for all college communications materials including print, Web, and electronic media.
2. Creates design standards and directs the image and creative strategy for college communications materials. Oversees other designers in directing the design standards for the production of print materials, Web pages and marketing materials.
3. Oversees the design of all college publications, Web pages, publicity materials, advertising and marketing materials and official college documents.
4. Directs the design standards and templates for the college Web site. In conjunction with the Web Coordinator, maintains, troubleshoots, updates and places Web pages on the server.
5. Creates, designs and executes high-quality major publications, promotional materials and comprehensive Web sites. Designs and authors multimedia projects, integrating elements of text, image, animation, video and sound; develops concepts for major publication, marketing and promotional projects.
6. Plans, coordinates, designs, and creates illustrations for Web sites, major publications, brochures, maps, logos, catalogs and other publications utilizing computers and software suitable for graphic design illustration.
7. Create templates and style sheets for publications, newsletters, and Web pages.
8. Develops bid specifications for major publications such as the schedule and catalog. Oversees production process, performs press-checks and evaluates print bids. Organizes and prepares correspondence and final electronic files to be sent out to vendors.
9. Coordinates and maintains a database of Marketing & Communications Services projects using computer database software for job tracking, information retrieval and archiving purposes.
10. Coordinates and implements a computer-based photography retrieval and archive system. Oversees student workers and others in the development and maintenance of this project. Coordinates the scanning and inventory of images for use in college publications and Web pages. Scans photography for digital image manipulations for print use and Web specifications.
11. Trains and provides creative work direction to assigned staff; determines and delegates work priorities; establishes

work assignments and schedules and delegates appropriate projects to assigned staff; hires and coordinates the work of free-lance designers, photographers and contract workers as necessary.

12. Operates computers and a variety of graphic arts tools, equipment and machines involved in the development of page lay-out, text editing, digital image manipulations, 3-D and 2-D illustrations and multimedia software.
13. Maintains current knowledge of emerging technologies and trends on computer graphic design and publishing, and Web technologies through coursework, demonstrations, trade journals, seminars, trade shows, workshops, professional organizations and other user groups.
14. Assists the Director with determining graphic needs.
15. Performs related duties as assigned.

EMPLOYMENT STANDARDS:

Knowledge of:

1. Expert knowledge of current versions of: Quark, Photoshop, Illustrator and FileMakerPro.
2. Competence in: MS Word, HTML and XHTML layout, tagging and authoring tools, animation software (such as BBEEdit, Dreamweaver, GoLive, Flash, GifBuilder, Director, Adobe ImageReady, Premiere and others).
3. Understanding of: basic Javascript, browser compatibility constraints, cross-platform issues and related Web software and scripting.
4. Possess a firm understanding of page layout principles, Web page authoring principles and navigation procedures, HTML, XHTML, dynamic HTML, and developing Web coding, branding, illustration, photo manipulation software.
5. 4-color printing processes, techniques and procedures.
6. Methods, materials, tools and equipment used in direct impression, offset printing and plate preparation.
7. Advanced graphic design software programs including professional page layout, text editing, digital image manipulation, 3-D and 2-D illustrations.
8. Preparation and administration of printing specification sheets and press schedules.
9. Office methods, practices and procedures.
10. Record-keeping techniques.
11. Technical aspects of field of specialty, including HTML language and Internet design and publishing.
12. Interpersonal skills using tact, patience and courtesy.
13. Proper methods of storing equipment, materials and supplies.
14. Oral and written communication skills.
15. Principles of training and providing work direction.

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. Coordinate the design and production of College and District print, Web and other media publication materials.
3. Keep pace with changing Web and Internet technologies and coding languages.
4. Design and produce College and District projects through final production/publishing.
5. Train and provide work direction to assigned staff.
6. Provide technical information concerning reproduction and printing of materials to others.
7. Communicate effectively both orally and in writing.
8. Establish and maintain cooperative and effective working relationships with others.
9. Analyze situations accurately and adopt an effective course of action.
10. Prioritize, assign, plan and organize work.
11. Prepare and maintain records and reports.
12. Meet and track schedules and time lines.
13. Interpret, apply and explain rules, regulations, policies and procedures.
14. Establish and maintain cooperative and effective working relationships with others.

Education and Experience

Any combination equivalent to:

1. Bachelor's degree in visual arts, design or related field.
2. Three (3) years experience in graphic design field involving the computer graphic design and production of Web, presentation and print materials.

Preferred Qualifications:

1. Experience serving in a leadership role within a design or creative team.

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. Seeing to read various materials.
4. Standing for extended periods of time.
5. Walking.
6. Reaching overhead, above the shoulders and horizontally.
7. Bending at the waist, kneeling or crouching.
8. Lifting, carrying, pushing or pulling objects up to 30 lbs.

Hazards:

1. Extended viewing of a computer monitor.
2. Extended use on computer.

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