



GRAPHIC DESIGNER, SENIOR

DEFINITION

Under general direction, plans, creates, and sets visual design identity for assigned College; coordinates, directs, and participates in the design of a variety of marketing and student resources materials, campaign ads, and College/District publications; and performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from assigned supervisory and managerial staff.

CLASS CHARACTERISTICS

This is the advanced journey-level in the Graphic Designer series responsible for independently directing and overseeing the visual identity and image of assigned College. Positions work on tasks that are varied and complex, requiring the use of considerable discretion and independent judgment in performing assigned work, and ensuring the efficient and effective functioning of assigned program or operational area. Assignments are given with general guidelines and incumbents are responsible for establishing objectives, timelines, and methods to deliver work products or services. Work is typically reviewed upon completion for soundness, appropriateness, and conformity to policy and requirements.

EXAMPLES OF TYPICAL FUNCTIONS (Illustrative Only)

- Directs and oversees the visual identity and image of assigned College by directing the creative strategies and campaigns and design standards for a variety of communication materials including digital, hard-copy, video, and/or animation; ensures consistency of use for all communication materials.
- Participates in the planning, development, and implementation of policies, procedures, and action plans for the assigned functions, which may include incorporating regulatory updates and technological advancements, as appropriate.
- Works with staff and faculty in researching, planning, designing, and producing a variety of promotional marketing materials to promote College and District programs, services, and events.
- Coordinates and personally performs the design, layout, and production of publications, promotional materials, and websites; designs multimedia projects by authoring content and integrating elements of text, image, animation, video, and sound.
- Plans, coordinates, designs, photographs, and creates illustrations for websites, publications, and other materials using graphic design software and applications.
- Promotes and ensures brand consistency by creating and updating style guides, style sheets, and templates.
- Provides technical assistance, guidance, and support to staff and faculty regarding the development of design concepts and themes to communicate specific marketing and communications messages to various audiences via advertising and promotional collateral; creates design guidebooks and conducts trainings as needed.
- Oversees and coordinates the use, quality control, and maintenance of assigned databases and file systems.

- Develops pricing specifications for printing; oversees the work and services provided by vendors and freelance contractors.
- Stays abreast of new trends and innovations in the field of graphic design and publishing, web technologies, and multimedia; implements policy and procedural changes as required.
- Performs related duties as assigned.

QUALIFICATIONS

Knowledge of:

- State-of-the-art graphic design theories, techniques, processes, tools, and software used for a variety of formats including digital, hard-copy, video, and/or animation.
- Advanced principles and practices of web and social media image design and layout.
- Elements, principles, and stages of design.
- Copyright laws, rules, and regulations.
- Procedures for creating traditional and/or electronic files for output for publications.
- Advanced principles and practices of creative content development, editing, and publication.
- Alternate strategies available to establish and improve comprehensive graphic design programs.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Modern office practices, procedures, technology, and computer equipment and applications, including graphic and web design software, word processing, database, and spreadsheet applications.
- Techniques for providing a high level of customer service by effectively dealing with the public, students, and District staff, including individuals of diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation.

Ability to:

- 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.
- Assist in the development of goals, objectives, policies, procedures, and work standards for assigned function.
- Direct and participate in the design and implementation of the visual identity and image of assigned College in an independent and cooperative manner, evaluate alternatives, and make sound recommendations.
- Plan, organize, and carry out assignments from management staff with minimal direction.
- Evaluate and develop improvements in operations, procedures, policies, or methods.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Plan, organize, schedule, assign, train, and review the work of assigned staff.
- Creatively design effective marketing materials relating to District programs, services, and events.
- Visualize abstract ideas and concepts; graphically transpose ideas and thoughts onto paper or computer screen.
- Understand the organization and operation of the College and District as necessary to assume assigned responsibilities.
- Oversee the maintenance of accurate databases, records, and files.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Effectively use computer systems, software, and modern business equipment to perform a variety of work tasks.

- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience which would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to graduation from an accredited four-year college or university with major coursework in graphic design and five (5) years of increasingly responsible experience in graphic design.

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. Standing in and walking between work areas is frequently required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification frequently bend, stoop, kneel, and reach to perform assigned duties, as well as 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 with the use of proper equipment. Reasonable accommodations will be made for individuals on a case-by-case basis.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances.

Salary Grade: C1-62

FLSA: Non-Exempt

EEO Code: H-50

Board Approved: April 2021