



GRAPHIC DESIGNER

DEFINITION

Under general supervision, designs a variety of marketing materials, campaign ads, and College/District publications; and performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from assigned supervisory and managerial staff. Exercises no supervision of staff.

CLASS CHARACTERISTICS

This is the journey-level class in the Graphic Designer series. Positions at this level perform the full range of duties as assigned, work independently, and exercise judgment and initiative. Positions at this level receive only occasional instruction or assistance as new or unusual situations arise and are fully aware of the operating procedures and policies of the work unit. This class is distinguished from Senior Graphic Designer in that the latter performs more technical, specialized, and complex tasks requiring additional training and/or experience such as directing and overseeing the visual identity and image of assigned College, creating design standards, and directing the image and creative strategy for materials, campaign ads, and publications.

EXAMPLES OF TYPICAL FUNCTIONS (Illustrative Only)

- 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.
- Collaborates with marketing team to create ad campaigns by creating brochures, ads, web banners, images, and postcards.
- Designs, lays out, and produces various publications and collateral such as course catalogs and business cards.
- Assists with developing and implementing web and social media strategy and goals; creates images for use in social media.
- Promotes and ensures brand consistency by creating and updating style guides, updating print materials, and advising staff and faculty on correct design, layout, and resources.
- Learns and applies emerging technologies related to the area of assignment.
- Performs related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Graphic design concepts, techniques, tools, and software, including illustration of various media, form design, reproduction, and layout.
- Basic 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.
- Principles and practices of creative content development, editing, and publication.
- Record keeping and filing systems and methods.
- 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.
- 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.
- Produce neat, accurate, and quality line work and design.
- Gather data and creatively develop, plan, and translate concepts into visual and audio form.
- Learn and understand the organization and operation of the College and District as necessary to assume assigned responsibilities.
- Maintain 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 two (2) years of experience in graphic design, web design, and/or the development of public education programs and materials.

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: C1-58

FLSA: Non-Exempt

EEO Code: H-50

Board Approved: April 2021