



Job Description

JOB TITLE: GRAPHICS SPECIALIST

PAY GRADE: CL 22

LAST REVISED: 06/01/07

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job. Additional or different duties from the ones set forth below may be required to address changing business needs/practices.*

SUMMARY DESCRIPTION

Designs and produces materials to promote the District and its programs; establishes branding for the College and maintains consistency among all campus promotional materials in terms of typography, color, layout, and design; coordinates with clients to create projects.

REPRESENTATIVE DUTIES - *The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.*

1. Designs visual promotional materials such as brochures, posters, flyers, catalogs, schedules, photos, and other advertising media.
2. Meets with managers, instructors, department representatives, or other internal or external clients to discuss project needs, printing requirements, and arrange schedules.
3. Writes, edits, and proofreads copy while creating layouts.
4. Directs the branding of the District by establishing colors, typography, style sheets, logo usage, and design principles.
5. Arranges photo shoots and uses a camera to take photos for use in promotional materials.
6. Establishes schedules for projects and manages printing requirements using both in-house printing and external vendors.
7. Addresses questions directed to the department regarding graphics standards, printing requirements.
8. Trains student workers or interns in the graphic design process, related computer programs, design theory, and art direction.
9. Produces files, printouts, and other work suitable for high-quality printing by outside vendors.
10. May act as an assistant to the Public Information Officer.
11. Performs related duties as required.

QUALIFICATIONS - *The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.*

Knowledge of:

Design, illustration, graphics, and layout concepts and principles.

Typography concepts and techniques.

Personal computer operation, including general and specialized word processing, page layout, Internet



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navigation, and specialized graphics and desktop publishing software packages/applications.
Print technology.
Photography principles and techniques.
Marketing/public relations concepts and techniques.
Copy writing, editing, and proofreading.
American English language composition, usage, grammar, syntax, vocabulary, spelling, and punctuation.
Standard office procedures.
Budgeting techniques and procedures.
Research and analysis methods.

Ability to:

Produce graphic and multimedia artwork.
Create source art using a wide variety of techniques.
Compose copy.
Manipulate text, graphic, photographic, and other files in various software programs.
Operate personal computers and software packages/applications.
Coordinate production schedules.
Work independently and collaboratively.
Learn District budgeting and purchasing processes and procedures.
Maintain attention to detail.
Organize work.
Follow oral and written directions.
Function effectively under pressure and meet deadlines and timetables.
Maintain confidentiality of confidential and/or sensitive information.
Make arithmetic calculations of average difficulty.
Supervise student and/or other temporary help.
Analyze and interpret reports.
Maintain accurate records.
Operate general office equipment.
Operate and setup exhibit displays and furnishings.
Communicate clearly and concisely, both orally and in writing.
Establish and maintain effective working relationships with those contacted in the course of work.

Education and Experience Guidelines - *Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. Examples of ways to obtain the knowledge and abilities would be:*

Education/Training:

A Bachelor's degree from an accredited college or university with major course work in marketing, art, graphic design, or a related field.

Experience:

Two years of increasingly responsible marketing or graphic design experience.

License or Certificate:

Possession of a valid California driver's license

PHYSICAL DEMANDS AND WORKING ENVIRONMENT - *The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.*



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Environment: Work is performed primarily in a standard office setting.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally walk, stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

Vision: See in the normal visual range with or without correction.

Hearing: Hear in the normal audio range with or without correction.

Johnson & Associates
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