

JOB TITLE: Graphic Designer
PAY GRADE: CL 23
LAST REVISED: July 2025

*Job Descriptions/Class Specifications are intended to present a descriptive list of the range of duties performed by employees in the job and are **not** intended to reflect all duties performed within the job.*

Sierra College has a strong commitment to the achievement of equity and inclusion among its faculty, staff, and students and values the rich, diverse backgrounds that make up the campus community. A strong candidate for this position must have the understanding and ability to successfully support individuals with varying backgrounds. This includes persons with disabilities, various gender identities and sexual orientations, as well as individuals from historically underrepresented communities and other groups. Our District is committed to providing strategies for success and proactive student-centered practices and policies focused on eliminating equity gaps to ensure the District provides an inclusive educational and employment environment focused on strategies for success and equitable outcomes for all.

SUMMARY DESCRIPTION

Under general supervision from assigned manager, designs and produces materials to promote the District and its programs and services; establishes branding standards and maintains consistency among all campus promotional materials in terms of typography, color, layout, and design; and 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 print and digital formats of visual promotional materials, including brochures, posters, flyers, catalogs, schedules, photos, web graphics, social media graphics, and other advertising media.
2. Produces files, printouts, and other work suitable for high-quality printing by outside vendors.
3. Directs the branding of the District by establishing colors, typography, style sheets, logo usage, and design principles.
4. Addresses questions directed to the department regarding branding and graphics standards, and printing requirements.
5. Meets with internal or external clients to discuss project needs and budget, printing requirements, and arrange schedules.
6. Writes, edits, and proofreads copy while creating layouts.
7. Establishes schedules for projects and manages printing requirements using both in-house printing and external vendors.
8. Arranges photo shoots and uses a camera to take photos for use in promotional materials.
9. Provides onboarding support, general work training, guidance, supervision assistance, and directs activities of students or temporary employees in graphic design process and theory, related computer programs, and art direction.
10. Performs related duties that support the overall objective of the position.

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:

- Principles, concepts, and techniques of design, illustration, graphics, layout, photography, typography, and marketing/public relations.

- Print technology, including CMYK processes, professional vendor print requirement, file compatibility, and large-format printing.
- Federal, state, and local laws and regulations regarding copyrights, trademarks, licensing, accessibility standards, and communicating with students, including, but not limited to, the Family Educational Rights and Privacy Act (FERPA) and the Americans with Disabilities Act (ADA).
- English usage, grammar, spelling, punctuation, and vocabulary, including proofreading, copy writing, editing, and formatting techniques.
- Budgeting techniques and procedures.
- Research and analysis methods.

Ability to:

- Produce graphic and multimedia artwork using a wide variety of techniques.
- Compose and refine text content for clarity, branding, and formatting.
- Organize and verbalize complex information.
- Plan and organize work to meet changing priorities and deadlines.
- Maintain a high level of attention to detail.
- Utilize office procedures, methods, and equipment, including computers, technology, and applicable software applications sufficiently to perform the duties of the classification, including specialized graphic design software such as Adobe Creative Suite.
- Adapt to rapidly changing processes and procedures, especially those involving the use of technology.
- Make arithmetic calculations of average difficulty.
- Maintain confidentiality of information.
- Follow oral and written directions.
- Communicate clearly and concisely, both orally and in writing.
- Provide onboarding support, general work training, guidance, supervision assistance, and direct activities of students or temporary employees.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Work independently or collaboratively.
- Apply District policies and procedures.

EDUCATION AND EXPERIENCE GUIDELINES

Any combination of education and experience that demonstrates the required above knowledge and abilities is qualifying. Examples of ways to obtain the above knowledge and abilities could include, but are not limited to, the following:

Education/Training

- Four years of college with major course work in marketing, art, graphic design, or a related field.

Experience

- Two years of increasingly responsible marketing or graphic design experience.

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.

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; vision sufficient to read computer screens and printed documents; and to operate assigned equipment.

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

Board Approved: July 15, 2025