

CLASSIFICATION SPECIFICATION

Senior Graphic Designer

FT/PT Class Code: 5110, 5610

Pay Grade: B/C 13

FLSA: Exempt

Rev. 10/31/16

SUMMARY STATEMENT: An incumbent is responsible for providing input and assistance to a campus marketing department in the areas of marketing and recruitment, including performing advanced level graphic design duties for a variety of print materials (e.g. brochures, fliers, logos, posters, multimedia presentations, etc.). This class is differentiated from the Graphic Designer in the level of decision making and in the level of conceptualization and origination of graphics design and/or video production ideas.

NATURE AND SCOPE:

An incumbent in this class typically reports to an administrative or professional supervisor and may supervise the activities of employees and/or work study students. An incumbent conceptualizes, prepares, produces, and/or supervises the preparation of various print and multimedia graphic materials, e.g., multimedia presentations, ads, brochures, flyers, logos, posters, programs, etc. The incumbent may also produce, shoot, and edit videos for the campus events and recruitment initiatives and may maintain and update the campus Web pages.

PRINCIPAL ACCOUNTABILITIES:

An incumbent may perform any combination of the below listed accountabilities:

1. Consults with divisions and departments to discuss marketing projects/events and recruitment needs. Utilizes information gathered to develop and implement integrated marketing components for a campus marketing department.
2. Conceptualizes, designs, and coordinates the development and production of various marketing materials, e.g., multimedia presentations, brochures, signs, ads, flyers, logos, posters, etc. Materials may also include flip charts, renderings, and illustrations of statistical, educational, and promotional material.
3. Maintains and updates Web pages as assigned.
4. Conceptualizes, designs and produces promotional items for recruitment initiatives.
5. Conceptualizes, produces, shoots, and edits videos for event and recruitment initiatives as assigned.
6. Provides management and/or graphic support to campus mascot program, including the recruiting of student and volunteer performers, design of promotional items, conceptualization and electronic adaptation of artwork and logos, and creation of print elements.
7. Serves as a liaison between the College and commercial printers.

PRINCIPAL ACCOUNTABILITIES, cont'd:

8. May provide graphic, photographic, and technical support for College personnel involved in projects such as Internet and/or video streaming and web casting. Assists with the photography for campus events and activities which includes the enhancement, printing, storage, retrieval and distribution of campus photos as needed.
9. Performs other related duties as required.

KNOWLEDGE, SKILLS, AND ABILITIES:

- ◇ Knowledge of College and campus mission, goals, and direction.
- ◇ Knowledge of graphic design and layout concepts.
- ◇ Knowledge of desktop design software (e.g. Adobe InDesign, Photoshop, Illustrator, and Acrobat).
- ◇ Knowledge of PC-based computer systems, scanners, digital cameras, and multimedia presentation software.
- ◇ Knowledge of multimedia presentation software (e.g. Microsoft PowerPoint).
- ◇ Knowledge of marketing concepts.
- ◇ Knowledge of video cameras and video editing software (e.g. Adobe Premiere, After Effects, Audition) for positions that have video duties.
- ◇ Knowledge of the Web technology for updating Web pages for positions that have this duty.
- ◇ Knowledge of logo design and electronic adaptation of artwork.
- ◇ Knowledge of printing process.
- ◇ Ability to coordinate work schedules within publication time requirements.
- ◇ Ability to work on more than one project at a time.
- ◇ Ability to communicate effectively both orally and in writing.
- ◇ Ability to create attractive print materials.

MINIMUM QUALIFICATIONS:

- ◇ Bachelor's degree and two (2) years of relevant experience or other equivalent combination of education and experience.