



West Valley - Mission

Community College District

CLASS SPECIFICATION

GRAPHIC DESIGNER

Classified Position (Non-Exempt Status)

Classified Office, Technician & Business Services Salary Schedule – Range 61

DEFINITION

To perform a variety of duties in the development and creation of media used in college communications; to provide professional support for the district's marketing function; and to produce a variety of graphic material for instructional and administrative use.

DISTINGUISHING CHARACTERISTICS

This is the journey level in the single level Graphic Designer professional class. Incumbents initially perform the more routine duties assigned to positions in this series and work under close supervision. However, as experience is gained, incumbents are expected to perform the full range of duties as assigned with increasing independence.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from an assigned supervisor.

EXAMPLES OF ESSENTIAL DUTIES - Duties may include, but are not limited to, the following:

Plan, design, and develop original illustrations, diagrams, certificates, charts, forms, and other graphic art related materials.

Obtain quotes and place media advertising with outside vendors; formulate, coordinate, and produce marketing initiatives for assigned college.

In conjunction with other college staff, research, plan, design, and produce a variety of informational and promotional materials for college programs and services.

Produce college schedule of classes.

Coordinate large-scale mailings of class schedules, postcards, and marketing materials and information.

Operate computers and software specific to graphic design, including digital photo manipulation; manage electronic records and data related to projects.

Build and maintain positive working relationships with co-workers, other district employees, and the public using principles of good customer service.

Foster an environment that embraces diversity, integrity, trust and respect.

Be an integral team player, which involves flexibility, cooperation and communication.

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

Principles, methods, materials, and techniques of graphic design.

Principles and techniques of photography, including composition, lighting, printing, and color separation.

Principles and practices of marketing and advertising; appropriate methods, tools, techniques, and venues for print, web/electronic, outdoor, display, and other media.

Software applications specific to graphic design.

Ability to:

Develop, create, design, and produce a variety of graphic materials and media used in college communications and marketing.

On a continuous basis, know and understand all aspects of the job; intermittently analyze work papers, reports and special projects; identify and interpret technical and numerical information; observe and problem solve operational and technical policy and procedures.

On a continuous basis sit at desk for long periods of time; intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone; write or use a keyboard to communicate through written means; and lift or carry weight of 10 pounds or less.

Research and utilize new and emerging marketing and advertising methods and venues, including internet and social media tools.

Interpret charts, graphs and qualitative/quantitative data in order to perform research into optimal media placements for targeted demographic groups.

Develop budgets and cost estimates for graphic design projects.

Use sound judgment in recognizing scope of authority.

Operate and use modern office equipment including computers and applicable software.

Maintain regular attendance and adhere to prescribed work schedule to conduct job responsibilities.

Utilize appropriate safety procedures and practices for assigned duties.

Communicate effectively orally and in writing.

Relate effectively with people of varied academic, cultural and socio-economic backgrounds using tact, diplomacy and courtesy.

Establish and maintain effective, cooperative, and collaborative working relationships with others.

Experience and Education

Any combination of experience and education that would provide the required knowledge and abilities is qualifying. A typical way to obtain the required knowledge and abilities would be:

Experience:

Two years of responsible professional graphic design experience.

Education:

Equivalent to a Bachelor's degree from an accredited college or university with major coursework in graphic arts or a related field.

EEO Category: Professional Non-Faculty

Date Approved: July 1, 2017