



Position Title:	Art Director	
Reports To:	Director for Marketing & Publications	
Department:	Office of College Communications	Job Code: 0124
Prepared By/Date:	Carol Flynn/01-2006	Job Group: PEC
Approved By/Date:	Juan Mendieta/02-2006	Salary Grade: 16
Revised:	Jennifer C. Brito/6-8-2009	FLSA Status: Exempt

Summary:

The Art Director directs the implementation of a publications production program that supports the college's mission and reaches its audiences in the most expedient way. Responsible for the development, design, layout, production and completion of all college publications and printed materials.

Essential Duties and Responsibilities:

- Manages and coordinates a team of graphic artists and photographers in the creation, design, layout, and production of all college publications such as: magazines, advertisements, brochures, departmental flyers, pamphlets, and student handbooks.
- Manages the production workflow to meet art/computer graphics and publication work requirements.
- Ensures graphic quality of material, timeliness of production and accuracy of content in conformance with editorial standards.
- Advises the Director for Marketing and Publications on publications production strategies and innovation; provides tactical support for strategic initiatives.
- Develops and maintains professional contacts and affiliations with media, production, and related external resources to complete projects effectively and to facilitate the production of all college publications and printed materials.
- Prepares budgetary recommendations; monitors, verifies and reconciles expenditure of budgeted funds.
- Consults with internal and external clients regarding projects to identify needs, objectives and design approaches; develops schedules and budgets as required for each project.
- Maintains liaison with printers to monitor and evaluate printing processes; monitor progress of all jobs to ensure adherence to production schedules and deadlines.
- Manages and coordinates vendors of graphic, photographic, and publication services.
- Performs other related duties as assigned.

Knowledge, Skills and Abilities:

- Knowledge and understanding of College organization, goals and objectives, and policies and procedures.
- Knowledge and proficiency in publishing software, graphic arts software, and Microsoft Office Suite and Mac applications.
- Knowledge and commitment to the community college mission.
- Must feel comfortable in a Mac environment and in trouble-shooting software and hardware problems.
- Extensive knowledge in state-of-the-art computer graphics equipment, software and systems applications, which may include, but is not limited to OSX, Quark XPress, Adobe CS2 Design, Photoshop and Illustrator, Freehand, Acrobat, Retrospect, Portfolio, FileMaker Pro and others.
- Knowledge of current technological developments/trends in area of expertise and advanced

- knowledge of the pre-press, production and printing processes
- Excellent organizational and communication skills (both oral and written).
 - Strong interpersonal skills and the ability to effectively communicate with a wide range of individuals and constituencies in a diverse community.
 - Ability to write reports, business correspondence, and procedure manuals.
 - Ability to effectively present information and respond to questions from top management, groups of managers, clients, customers, and the general public.
 - Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
 - Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents.
 - Ability to carry out supervisory responsibilities in accordance with the College's policies and applicable laws, including: interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.
 - Ability to work with user communities of diverse backgrounds and skill levels.
 - Ability to work in a multi-ethnic and multi-cultural environment.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

While performing the duties of this job, the noise level in the work environment is usually quiet.

Physical Demands:

The physical demands described here 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 functions.

While performing the duties of this job, the employee is frequently required to sit and reach with hands and arms. The employee is regularly required to use hands to finger, handle, or feel objects, tools, or controls and talk or hear. The employee is occasionally required to stand and walk.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Essential Personnel:

Non-essential

Minimum Requirements:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

- Master's degree (MA or MS) from an accredited college/university in a related field of study such as Marketing or Graphic Arts and three (3) years of directly related experience preferably in an academic environment or Bachelor's degree and seven (7) years of directly related experience.

ACKNOWLEDGEMENT

I have read and acknowledge receipt of a copy of my job description.

Signature

Date

Printed Name