



Position Title:	Senior Graphic Designer	Job Code:	3503
Reports To:	Marketing Director	Job Group:	PENC
Department:	Office of College Communications	Salary Grade:	14
Prepared By/Date:	Carol Flynn/01-2006	FLSA Status:	Exempt
Approved By/Date:	Irene Munoz/04-01-2011		
Revised:	Donna French/03-13-2012		

Summary:

Responsible for developing marketing communications by providing leadership and creativity in the design and production of manual and computer-generated graphics for publishing and multimedia applications.

Essential Duties and Responsibilities:

- Participates in management of production work flow to meet print and Web media requirements
- Provides artistic leadership in: determining client's desired goals or outcomes; layout, design, and story boarding; and production conferences with clients, production personnel, vendors, and contractors
- Meets directly with clients, attends pre and post-production conferences on concept, approach and selection of most appropriate media presentation to achieve the client's desired goals.
- Directs the work of in-house production personnel
- Determines the cost-effectiveness of in-house production and contracts with appropriate vendors and artists when external sources are more cost-effective
- Participates in establishing production schedules for production personnel, vendors and contractors, which are compatible with client deadlines
- Makes recommendation to management on the purchase of computer graphics equipment and software, which are compatible with existing hardware and software packages
- Participates in technical production and graphic composition activities
- Performs other duties as assigned

Knowledge, Skills and Abilities:

- Must be completely MAC proficient (latest OS System)
- Ability to troubleshoot software and hardware
- Complete knowledge of pre-press and printing process required; including but not limited to, stock, inks, calibration, color balancing, color profiling, proofing, scanning, and preparing files for final production using industry standard (pdf workflow)
- Strong design and conceptual skills
- Extensive knowledge in the latest version of the software required for production; including but not limited to, InDesign, Illustrator, Photoshop, Dreamweaver, Fireworks and Flash
- Extensive knowledge of Web production; including but not limited to, html, hosting, e-mail blasts, animation, optimization and preparing files for final production using industry standards
- Ability to write reports, business correspondence and procedure manuals
- Excellent organizational and communication skills (both oral and written)
- Ability to meet deadlines while working under pressure
- Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public
- Ability to work with multi-cultural communities of diverse backgrounds and skill levels

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.

- Bachelor’s Degree in Fine Art, Graphic Art or related field with major course work or training in computer assisted graphics. Five (5) years of related experience in the arts and computer graphics field.
- Experience in studio management, personnel, supervision and project management.

ACKNOWLEDGEMENT

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

Signature

Date

Printed Name