



Position Title:	PT Graphic Designer		
Reports To:	Marketing Director		
Department:	Marketing Communications	Job Code:	8142
Prepared By/Date:	Irene G. Munoz/02/14/2011	Job Group:	HI
Approved By/Date:	Irene G. Munoz/02/22/2011	Salary Grade:	HF
Revised:	Martha Arrieta/02/22/2011	FLSA Status:	Exempt

Summary:

This position develops print and web marketing material to enhance institutional awareness (local, national and international), increase enrollment, and promote cultural events.

Essential Duties and Responsibilities:

- Manages production workflow to meet art/computer graphics and publication work requirements
- Meets directly with clients, attends pre and postproduction conferences on concept, approach and selection of most appropriate media presentation to achieve the client's designed goals
- Prepares design layouts for all printed, graphic, and multimedia materials
- Researches and selects specific size and position of appropriate photos and illustrations to accompany ads and articles in publications
- Participates in technical production and graphic composition activities
- Provides artistic leadership in: planning determining client's desired goals or outcomes, design, story board and production conferences with clients, coworkers, vendors and contractors
- Operates computer graphic equipment and software
- Performs other duties as assigned

Knowledge, Skills and Abilities:

- Extensive knowledge in state of the art computer graphics equipment, software and systems applications, including Photoshop, InDesign, Flash, Dreamweaver, FireWorks, Lightroom, Illustrator, GMG ColorProof/Color Server, Portfolio, Acrobat, Creative Management Solution System, (runs on FileMakerPro), QuarkXPress, Retrospect, Tridion and the entire Microsoft Suite
- Knowledge of current technological developments/trends in graphic arts field
- Strong organizational and communication skills
- Skilled in creativity, manual layout, computer graphics techniques, production, and design
- Ability to meet deadlines while working under pressure
- Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or government regulations
- Ability to effectively present information and respond to questions from groups of managers, clients, customers and the general public
- Ability to solve problems and deal with variables in situations where only limited standardization exists
- 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; talk or hear; and 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 (BA or BS) from an accredited college/university in Fine Art, Graphic Arts or related field with major course work or training in computer assisted graphics.
- Four (4) years of related experience in the arts and computer graphics field.

ACKNOWLEDGEMENT

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

Signature

Date

Printed Name