

GRAPHIC DESIGN AND COMMUNICATIONS SPECIALIST

DEFINITION

Under general supervision, designs and produces technical publications, communications and public information work; performs related duties as assigned or assigned.

CLASS CHARACTERISTICS

This single position class functions under the direction of the Director of Marketing and Communications. Coordinates the design and technical production of varied publications, including the College catalog, schedules of classes, brochures and others, comprises the primary responsibility for this class. The responsibilities of this class cover the full scope of marketing and communications for the College, and entail meeting critical deadlines. Writing and editing internal and external communications is a major part of the position.

EXAMPLES OF DUTIES (Illustrative Only)

- Plans, designs and coordinates the production of various College publications following established policy
- Prepares finished art work for printed materials that communicates ideas effectively and is aesthetically pleasing in form, color, shape, texture and style
- Operates various equipment used in graphic art production including computer desktop publishing software, cameras, scanners and printers
- Facilitates the production of printed materials and oversees the printing process
- Negotiates details of contracts with printers, vendors and media representatives
- Prepares purchase requisitions
- Prepares bid specifications
- Creates, maintains and modifies web pages
- Establishes and ensures adherence to approved production schedules
- Performs a variety of technical work such as photography, desk-top publishing, graphic design and production, editing, and proofreading
- Coordinates with College students, staff and vendors to solicit and organize materials and information to be included in the production of authorized publications
- Develops and implements communication strategies within established guidelines
- Writes a variety of documents such as news releases, advertising copy and publications
- Responds to student, staff, and public inquiries regarding the College, providing factual information as appropriate
- Maintains records and files
- Prepares reports, correspondence and other written materials
- Directs the day-to-day work and provides work instruction to staff or student workers on a project or day-to-day basis
- Performs related duties as required or assigned

QUALIFICATIONS

Knowledge of:

- Principles, practices and techniques of publications, marketing, communications and public information including line, form, scale and color
- Principles and practices of public and community relations and print and electronic media
- Theories and techniques of journalism, expository writing and editing

Knowledge of: (Continued)

- Principles, theories and applications of design, graphics, reproduction, digital publishing, and printing processes
- Web design and basic HTML programming
- Standard office practices and procedures, including filing
- Computer applications related to the work
- Current graphic design and desktop publishing technology
- Basic 35mm and digital photographic techniques

Skill in and ability to:

- Perform design, desktop publishing and graphic arts to produce effective printed materials
- Create, maintain and modify web pages and sites
- Analyze complex technical problems, evaluate alternatives and develop creative recommendations
- Exercise sound judgment within general policy guidelines
- Produce clear, effective and accurate written materials
- Organize and maintain accurate records and files
- Set priorities, coordinate multiple projects and meet critical deadlines
- Compile information from a variety of sources and present it in a clear and effective manner
- Layout, create and produce visually attractive and appropriate college publications
- Work independently and as a member of a team
- Communicate effectively both verbally and in writing
- Establish and maintain effective working relationships with those contacted in the course of the work, including the ability to identify and effectively maintain a cooperative relationship with appropriate media services

Other requirements:

- Must possess a valid California driver's license and a safe driving record
- Experience using Adobe PageMaker or Quark, Adobe Photoshop, Adobe Illustrator or Macromedia FreeHand

Desirable:

- HTML editor

Education and Experience:

A typical way of gaining the knowledge and skills outlined above is:

Equivalent to completion of two years of college with major coursework in marketing, journalism, public information, mass communications or a closely related field and three years of public information or public education experience involving coordination, design and technical production of major publications. Additional experience as outlined above may be substituted for the education on a year-for-year basis.