

## Job Description

# Graphic Designer

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<b>Name:</b>		<b>Department:</b>	Integrated Communications
<b>Pay Grade:</b>	F	<b>FLSA Code:</b>	Non-exempt
<b>Reports To:</b>	Head of Integrated Communications	<b>Typical Schedule:</b>	Weekdays; evenings and weekends as assigned
<b>Last Updated By:</b>	Donna Dunn	<b>Date:</b>	8/22/2017

## Job Summary

The Graphic Designer works with the Head of Integrated Communications and other staff to conceptualize, design, and produce effective print and online communications that promote library resources, services, and programs.

This position does not have any supervisory responsibilities.

## Essential Functions & Responsibilities

### Primary

- Designs and creates communications materials for internal and external audiences including newsletters, banners, posters, forms, brochures, flyers, signs, collateral materials for library classes and programs, display advertising, and similar materials
- Develops graphic assets for website, e-newsletter, and other online communications
- Works with vendors to facilitate printing and production
- Works closely with the Head of Integrated Communications and other staff
- Attends scheduled meetings and training, as required
- Maintains awareness of overall library functions, projects, and goals
- Represents the library in a positive fashion at all times

### Secondary

- Performs proofreading and copyediting
- Participates in library and outreach events, as required

- Monitors and adheres to annual printing budget; submits invoice paperwork to Business Operations
- Assists in the management of department paper and supplies
- Takes photos of library activities and other subjects, as required
- Participates in professional development and continuing education, as appropriate
- Keeps current on trends and issues in library practices and philosophy
- Understands and demonstrates the Standards of Public Service
- Performs other duties, as assigned

## Education Requirements

*The minimum level of formal education required to perform this job is checked.*

- |   |   |
|---|---|
| <input type="checkbox"/> Some high school           | <input checked="" type="checkbox"/> Bachelor's Degree |
| <input type="checkbox"/> High school diploma or GED | <input type="checkbox"/> Master's Degree/MLIS         |
| <input type="checkbox"/> Associate's Degree         | <input type="checkbox"/> Other:                       |

## Training, Skills, Knowledge, and/or Experience

### Required

- Degree in graphic design, advertising, or related field
- High level of proficiency with Adobe Creative Suite software: InDesign, PhotoShop, and Illustrator
- Strong technology skills to include: Microsoft Windows and Office applications, Google Suite applications, and the internet
- Portfolio of work that demonstrates a style and level of achievement compatible with the library's desired image, including an understanding of color, typography, visual hierarchy, composition, aesthetics, and consistency across a campaign
- Familiarity with electronic and print file formats and production processes
- Intermediate to advanced photography skills using a DSLR camera
- Excellent written and verbal communication skills
- Ability to lead construction discussions with colleagues to gather design requirements and review/revise drafts; ability to articulate rationale for design choices; open to a collaborative process to produce solutions that meet library needs
- Ability to exercise initiative in problem-solving and referring questionable situations to the supervisor
- Ability to complete detailed work accurately, efficiently, and on time, with minimal supervision
- Ability to plan, organize, and prioritize work assignments

- Ability to work independently or as part of a team
- Service-oriented attitude with the ability to establish and maintain effective relationships with staff and the public in order to achieve the goals and objectives of the library

## Preferred

- Video editing skills
- Advanced image manipulation skills, including color correction
- Working knowledge of design and production for email marketing and websites

## Physical Requirements

	Constantly ( $\frac{2}{3}$ or more of the time)	Frequently ( $\frac{1}{3}$ - $\frac{2}{3}$ of the time)	Occasionally ( $\frac{1}{3}$ or less of the time)
Sitting	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bending/stretching	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Stooping/kneeling	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Pushing/pulling	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Reaching overhead (up to 75" high)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Lifting/carrying/moving (up to 50 pounds)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Reading/analyzing/interpreting data	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Viewing/working at a computer	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Moving wheeled carts (100 lbs.) within or between buildings in all weather conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

## Scheduling

This position may require working during any of the hours that the Library is open, including evenings and weekends. Although a regular weekly schedule is established, the needs of the Library may require schedule changes and flexibility.



## Equal Employment Opportunity

The library does not discriminate on the basis of race, color, gender, religion, sexual orientation, gender identity, national origin, ancestry, citizenship, age, disability, veteran status, marital status, pregnancy, arrest record, protected order status, genetic information, or other non-job related criteria in any term, condition, or privilege of employment.

## Acknowledgement

I have read and understand the functions and requirements of this position. I understand that this does not limit the assignment of additional duties for this position, and that the job functions may change as needs evolve.

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Employee Signature

Date

