



Classification Title: Lead Graphics Specialist

Department:	Business Support Services	EEO6 Code:	5
Employee Group:	Classified	Salary Grade:	27
Supervision Received From:	Supervisor, Business Support Services	Date of Origin:	9/2016
Supervision Given:	General Supervision	Last Revision:	9/2016

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed by individual positions.

JOB SUMMARY.

Serves as lead in the design and production of a wide variety of skilled graphic communications work for instructional, display, information and promotional purposes including scheduling and estimating the production time and costs for graphic communications projects.

DISTINGUISHING CHARACTERISTICS.

The Lead Graphics Specialist is distinguished from Graphics Specialist by the former's responsibility for the more complex and difficult assignments and for providing lead work guidance and direction to other Graphics Specialists.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS.

Essential Functions: Essential responsibilities and duties may include, but are not limited to, the following:

1. Functions as lead and sets and meets visual communication project deadlines and develops production schedules; coordinates workflow and trains staff; analyzes job requests for feasibility of design, budget and time constraints; produces related cost estimates and project production timelines; initiates the use and purchase of outside services as required; compiles final billing data on each job assigned; ensures maximum savings on each job through proper imposition, paper usage and other production factors.
2. Designs, plans and organizes a variety of visual communication projects within budget and on time including District stationery and forms, promotional mailers and folders, special event flyers and invitations, performance programs, posters, proclamations, certificates, handbooks, newsletters, banners, temporary signage, campus maps, textile graphics and a wide range of other materials.
3. Coordinates with District staff to research, develop, design and direct the publication of materials for the recruitment of students and staff; researches and determines the best methods for specialized print graphics.
4. Creates original layouts as requested; assists in the overall production of specialized and original graphics; designs and produces screen printing and dye sublimation projects using various media.
5. Keeps abreast of new developments in graphic design and print production including design and production software, and all types of paper, media and ink used in the print and web industry; serves as an expert resource to District faculty and staff on a variety of design, layout and printing processes; supports and responds to software and design-based inquiries from the District community.

6. Provides lead work direction; assists in assigning and reviewing the work of Graphics Specialists; ensures completeness, accuracy and conformance with District standards; provides subject matter expertise to staff; trains new employees and provides orientation on new assignments; trains student workers, short-term employees and interns; assists in maintaining a fair and open work environment in accordance with the District's commitment to teamwork, mutual trust and respect.
7. Performs wide-format printing, mounting and installations for banners, signage and window coverings; ensures wide-format printers are in proper working order and performs maintenance as required.
8. Researches and orders paper for print and copy; determines which merchant, brand, size, color, weight and finish is best for the job and the equipment to be used.
9. Prepares files for printing or copying on multiple devices.
10. Assists in establishing and maintaining social media, portal content and other traditional and new media communication opportunities.
11. Produces email design and delivery for online information and marketing needs to targeted audiences.
12. Meets with outside vendors and performs press checks to ensure the accuracy, consistency and quality of jobs; checks in-house printed samples of jobs to ensure quality; gives final approval to print.
13. Assists in the creation of archiving rules and procedures.

Marginal Functions:

1. Serves as a liaison between off-campus printers and District personnel.
2. Performs related duties and responsibilities as required.

QUALIFICATIONS.

Experience and Education/Training Guidelines: Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience: Five years of increasingly responsible professional commercial visual communication design and production experience.

Education/Training: Equivalent to an associate's degree from an accredited college or university with coursework in graphic arts, visual communications or a related field.

Knowledge of:

1. Advanced graphics communications principles, methods, techniques and practices for various mediums and applications.
2. Methods, practices and terminology of the printing and print production industry.
3. Cost estimating graphics print jobs based on request specifications.
4. Methods and uses of personal computers and advanced graphics, drawing, presentation and other software for the design and preparation of printed and graphic materials.
5. Theory and application of color and form.
6. Copy, print and offset presses and bindery equipment; screen printing and dye sublimation methods and equipment.
7. Online marketing services and their delivery systems.

8. File formats and their use in a variety of software programs; Extensible Markup Language (XML) scripting code and the ability to troubleshoot scripting errors.
9. Various reprographics supplies, chemicals, inks and papers, including xerographic paper, custom printing stock and specialty fine papers.
10. Health and safety policies, safe work practices, Occupational Safety and Health Administration (OSHA) and other regulations, and Material Safety Data Sheets (MSDS) applicable to the work.
11. Business mathematics.
12. Modern office practices, procedures and equipment.
13. Lead function practices and procedures.

Skill in:

1. Organizing, scheduling, assigning and reviewing work and setting priorities to lower-level staff.
2. Exercising sound independent judgment within areas of responsibility.
3. Assisting in the development and implementation of work standards and procedures.
4. Analyzing problems, evaluating alternatives and recommending or adopting effective courses of action.
5. Completing large and small projects to meet customer needs and deadlines.
6. Evaluating cost savings via paper, inks, quantities and formats; prioritizing work and creating timelines based on specs and consultation with all parties including outside vendors.
7. Working collaboratively with a wide variety of internal customers simultaneously.
8. Exercising artistic skill in conceptualizing, designing, and laying out visually appealing graphics materials.
9. Interpreting information and situations, creating artistic designs and making recommendations in accordance with sound design, layout and composition principles and applicable policies and guidelines.
10. Applying graphic design and writing style and techniques appropriate for differing audiences and purposes.
11. Operating a computer and advanced graphics, design, presentation and desktop publishing software.
12. Communicating clearly and effectively, both orally and in writing.
13. Understanding, interpreting and applying federal, state and local laws, regulations and court decisions applicable to assigned areas of responsibility, including copyright law and privacy issues.
14. Maintaining sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students, faculty, and staff.
15. Establishing and maintaining effective working relationships with vendors, contractors, consultants and others encountered in the course of work.

WORKING CONDITIONS.

Environmental Conditions: The incumbent works in an office environment using a computer where the noise level is usually quiet and occasionally in a print shop environment around large, high-speed copiers, offset printing machines and related equipment where the noise level is generally loud; works near moving mechanical parts and occasional exposure to fumes and airborne particles.

Physical Conditions: Essential and marginal functions may require physical fitness requirements necessary to perform the job functions with or without accommodation, such as the ability to stand, walk and sit; hear signal warnings and

differentiate equipment operating sounds; use hands repetitively to operate computers and other equipment; occasionally required to stoop, kneel, bend or crouch; and to lift, carry and move up to 50 pounds.

TERMS OF EMPLOYMENT.

The duration of any fully restricted funded position in this classification is dependent upon the continuation of funding.