



Classification Title: Senior Graphics Coordinator

Department:	Public Affairs Office	EEO6 Code:	5
Employee Group:	Classified	Salary Grade:	32
Supervision Received From:	Director, Communications, Marketing, and Public Affairs	Date of Origin:	9/2016
Supervision Given:	Direction and Guidance	Last Revision:	5/2024

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 the District, including, but not limited to, instructional support; internal and external display; and information and promotional purposes, including scheduling and estimating the production time and costs for graphic communications projects; serves as a lead to and guides assigned department staff; acts as production coordinator for the District's web-based print management system; and performs a variety of duties in the functional oversight of the District's Creative Services.

DISTINGUISHING CHARACTERISTICS.

The Senior Graphics Coordinator is distinguished from Graphics Specialist by the former's responsibility for the more complex and difficult assignments of Creative Services and for providing lead work guidance and direction to Graphics Specialists and other assigned staff.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS.

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

1. Functions as lead to Creative Services staff; 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; prepares files for printing or copying on multiple devices and substrates; 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 including the reconciliation of billing errors; ensures maximum savings on each job through proper imposition, paper usage and other production factors.
2. Develops, designs and produces 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; 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.
3. Responsible for the design and production of major District publications, including budget books and accreditation reports, working directly with executive team members and other District employees for both print and online projects; maintains District graphic standards and branding.
4. Responsible for the daily operations of Creative Services; administers the web-based print management system to track projects from concept to completion; manages all platforms within the system as necessary to execute each job; creates print templates that allows users to choose project from existing designs; deploys products for purchase through the system, including price estimates for projects.
5. Develops and implements the annual maintenance schedule for all equipment used by Creative Services; submits and monitors yearly maintenance requisitions and works with external vendors to resolve equipment repair.

6. Coordinates with District staff to design and oversee the publication of materials for the recruitment of students and staff; researches and determines the best methods for specialized print and digital graphics.
7. Performs product and equipment research, testing, and evaluation to determine what new technology, software, and equipment is needed to stay current; meets with external vendors to discuss needs and issues.
8. Keeps abreast of new developments in graphic design and print production including design and production software and technology, and all types of paper, media and ink used in the print and large format 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.
9. Provides lead work direction; assists in assigning and reviewing the work of Creative Services and Graphic Services staff as assigned; 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.
10. Utilizes web form technology to build interactive online forms to more efficiently serve the needs of constituencies throughout the District.
11. 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.
12. Researches and orders paper and printing materials necessary for project completion; determines which merchant, brand, size, color, weight and finish is best for the job and the equipment to be used and takes lead on invoice tracking and assigned budget allocations.
13. Interacts with U.S. Postal Service officials and external vendors to request technical information and assistance for all Creative Services jobs that require mailing services; ensures the confidentiality of personal mailing addresses.
14. Produces design projects, both electronic and print files for information and marketing needs and ensures Americans with Disabilities Act (ADA) accessibility for all files placed online.
15. Meets with external 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.
16. Serves as a liaison between District employees, external vendors, and Creative Services to resolve issues, explain procedures, and improve the Creative Services functions.
17. Creates procedures for and maintains accurate and complete archived libraries of all projects.
18. Creates and utilizes variable data in print files requiring change of text or image for the individual piece printed.
19. Researches, pilots and implements new plug-ins and scripts to increase functionality of software and efficiency in production.

Marginal Functions:

1. Performs related duties and responsibilities as required.

QUALIFICATIONS.

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

Experience: Three years of professional, commercial visual communication design and production experience.

Education/Training: Equivalent to a bachelor's degree from an accredited college or university with major coursework in graphic design, visual communications, web design, 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. Practices and procedures of serving as a lead to lower-level staff.

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 projects of all sizes 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, that adhere to accessibility standards.
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 print management, 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, age, cultural, physical or mental disability, medical condition, gender, gender expression, gender identity, sex, sexual orientation, nationality, race and ethnic backgrounds of community college students, faculty, and staff.

15. Establishing and maintaining effective working relationships with colleagues, students, and internal and external customers 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.