

GRAPHIC ARTS & MARKETING SPECIALIST

DEFINITION

Under direction, performs advanced technical graphic arts design and/or publication work, primarily through the use of desktop publishing, graphics software and social technology, but frequently using original artwork and/or specialized printing/publication techniques; prepares and produces creative graphic imagery and coordinates production of the most complex department, division, campus and District-wide publications, including college catalogs, college class schedules and academic program/service brochures; may independently lead and coordinate the most advanced and complex graphic production projects for the college; and performs related work as assigned.

DISTINGUISHING CHARACTERISTICS

This is advanced level class in the Graphic Arts Series within the Yosemite Community College District (YCCD). Positions in this class are generally allocated to a centralized marketing, public relations or production printing department, or may be allocated within a college executive office. Incumbents in this class coordinate production of highly complex graphic arts materials, with substantial responsibility for complex campus or District-wide publications. Incumbents may also be responsible for leading and coordinating the most advanced and complex graphical production projects and/or overseeing the staff and operations of a production printing facility. Duties require advanced technical knowledge of computer graphics and publishing software, social media platforms, and projects frequently require design and development of original artwork as well as the use of specialized printing and publication processes.

This class may be distinguished from the lower-level class of Graphic Arts Technician because incumbents in that class perform less complex technical graphic arts duties and do not coordinate production-printing operations or serve as lead workers on a regular basis.

SUPERVISION RECEIVED AND EXERCISED

Incumbents in this class work under the direction of a manager, senior manager or college executive, receiving occasional supervision while working toward a definite objective that requires use of a wide range of procedures. Incumbents plan and/or determine specific procedures or equipment required to meet assigned objectives and solve non-routine problems, referring only unusual matters to a supervisor.

Incumbents typically serve as operational or functional lead workers by assigning, directing and monitoring the work of subordinate employees on a regular or project basis.

ESSENTIAL DUTIES

- Performs advanced and specialized technical graphic arts design and publication work, primarily through the use of desktop publishing and graphics software, but often using original artwork and/or specialized printing/publication techniques.

- Coordinates the production of highly complex campus or District-wide publications, such as college catalogs and college class schedules.
- Ensures that digital and print production standards and specifications are maintained.
- Develops, prepares, recommends and monitors budgets for assigned functions; initiates appropriation, expenditure and revenue transfers and budget revisions; monitors expenditures to ensure fiscal integrity; compiles, analyzes, calculates and retrieves budget reports.
- Serves as a lead worker over subordinate clerical, technical and other staff by assigning, directing, training and monitoring their work on a regular basis; establishes staff schedules; participates in staff selection activities; may provide input on employee performance evaluations.
- Receives project requests and interprets user concepts into illustration designs; recommends paper, color, fonts and other technical publishing options.
- Estimates material and labor costs for assigned projects; evaluates the feasibility of in-house or print vendor production; communicates cost projections to supervisor or other client.
- Plans, organizes, designs and develops drafts of print ready artwork, posters, brochures, newsletters, illustrations, advertisements, banners and other items, using computer software and specialized peripheral equipment; produces projects in print/web ready and/or other digital formats.
- Presents draft projects to clients; receives and evaluates suggested changes; finalizes designs.
- Determines print production schedules; works closely with user clients, printing personnel and service vendors to meet production needs.
- Researches, recommends and creates graphics for advertising campaigns; creates technical graphics, such as those needed for instruction manuals.
- Retouches and manipulates print and web images; creates masks, adds effects and filters, and corrects color adjustments.
- Assists in the development, execution and monitoring of the College's overall social media presence.
- Monitors and stays apprised of trends in social media tools, trends and applications using data to inform future strategies.
- Assists in maintaining the College's message across all social media platforms and adheres to the College's messaging guidelines.
- Maintains complex graphics and file storage and retrieval systems, including graphic arts copy, production files, print cost details and other records.
- Serves as a technical resource to others regarding graphic design production; explains and interprets technical methods and options, as well as policies, regulations and operational procedures to persons contacting the office such as faculty, students, staff and the general public.
- Independently responds to various inquiries and correspondence; prepares information and data requested for administrative review; prepares reports, files, correspondence and other documents; attends meetings; serves on committees and task forces.
- Performs other related duties as assigned.

TYPICAL WORKING CONDITIONS

- Work is generally performed in a standard office environment, but may also include extended exposure to a production printing environment.

MINIMUM QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The knowledge and ability requirements are representative of essential duties. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of the position.

Education and Experience:

Pattern I

- Experience: Three years equivalent to a Graphic Arts & Marketing Technician at YCCD.

OR Pattern II

- Education: Possession of an associate's degree from an accredited college or university, with major course work in graphic art, fine art, design, communications, business administration or a closely related field.
- Experience: Four years performing graphic design, layout and setup functions using computer graphics and desktop publication software, including two years coordinating the production of complex technical graphic arts projects for print production, digital publishing or social media platforms.

Special Requirements:

- Demonstrated proficiency with social media platforms, specialized graphic and publishing software may be required.

Knowledge of:

- Principles and practices of employee supervision and leadership.
- Methods, practices, and techniques of print/digital production and graphic arts processes and artistic procedures.
- Modern graphic arts materials, supplies, and equipment, including a variety of peripheral printing, and graphic and storage equipment.
- Printing format, design, layout, and file preparation for print production and digital workflows.
- Ink and paper properties, characteristics and specific uses.
- English usage, grammar, punctuation, and arithmetical calculations.
- Safe working methods and procedures.
- Complex methods and techniques of graphic arts design and production.
- Modern office procedures, methods and equipment including computers.
- Methods and techniques of electronic page layout.
- Principles and techniques of creating digital graphics.
- Operational characteristics and applications of a variety of social media platforms and graphic design programs.
- Principles and practices of customer service.
- Methods and techniques of webpage design and layout
- Digital marketing best practices, including social media and content writing.

Ability to:

- Effectively and efficiently plan, organize, and participate in the graphic arts development process.
- Lead and direct the work of subordinate staff.
- Perform skilled and technical graphic artist production functions.
- Implement and maintain a complex data and information management, storage, and retrieval system.
- Accurately estimate labor and material costs, and project production scheduling.
- Understand and carry out oral and written directions with minimal accountability controls.
- Originate and create artistic designs for materials to be used in instructional, promotional and college programs.
- Operate computers and supporting software applications and programs.
- Use computers and related software to produce print/web ready art.
- Arrange, layout and make effective use of visual materials.
- Respond to requests from faculty, staff and students.
- Interpret user requirements into appropriate graphic materials.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.

Licenses and Certificates:

- Depending upon assignment, a valid license to drive in California may be required.

Physical and Mental Standards:

- **Mobility:** ability to sit for long periods, move about an office, stand occasionally, reach above and below desk level.
- **Dexterity:** fine manipulation sufficient to operate a computer keyboard, handle individual papers, write and take notes.
- **Lifting:** frequent lifting of papers, files, equipment and material weighing up to 10 pounds.
- **Visual Requirements:** close vision sufficient to read files, documents, and computer screens and do close-up work; ability to adjust focus frequently.
- **Hearing/Talking:** ability to hear normal speech, speak and hear on the telephone, and speak in person.
- **Emotional/Psychological Factors:** ability to make decisions and concentrate; frequent contact with others including some public contact; frequent deadlines and time-limited assignments.