AUBURN
Human Resources

Graphic Designer
Job Description

JOB INFORMATION

Job Code	OB09
Job Description Title	Graphic Designer
Pay Grade	MC09
Range Minimum	$54,410
33rd %	$65,290
Range Midpoint	$70,730
67th %	$76,170
Range Maximum	$87,060
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	11/20/2019

JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Graphic Design

JOB SUMMARY

Guides the visual identity of a large department or division, ensuring design consistency across all communications and marketing products. Serves as lead designer for all print and digital advertising and all marketing materials.

RESPONSIBILITIES

- Serves as the lead creative and primary designer for marketing and communication materials.
- Responsible for conceptualization and implementation of design solutions that meet marketing objectives. Executes on brand platform and develops creative systems.
- Produces collateral to support the marketing priorities, such as magazines, annual reports, brochures, direct mail, comprehensive fundraising campaigns, etc.
- Supports digital marketing design integration.
- Follows each job through its lifecycle to ensure an accurate and polished final product.
- Interacts with clients to gain a strong understanding of marketing goals and objectives. Gives presentations that demonstrate how design solution is meeting objectives.
- Interface with printers throughout the entire production process.
- Trains and directs student workers who develop design concepts into art layouts.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only to be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	In Graphic Design, Graphic Arts, Visual Communication, or other visual art subject.	and	5 years of	Design experience with increasing levels of responsibility; must be able to produce a well-rounded portfolio of client work that demonstrates a strong understanding of client objectives and strategies. Must have high level experience in Adobe Illustrator, Photoshop and InDesign.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Thorough knowledge and understanding of digital and print graphic design production and printing processes.	
Knowledge of print production processes, quality control, and other techniques for maximizing the effective use of print and web materials.	
Thorough knowledge of appropriate software including Adobe Illustrator, Photoshop, and InDesign.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting					X	
Lifting	X					
Climbing		X				
Stooping/ Kneeling/ Crouching		X				
Reaching			X			
Talking			X			
Hearing			X			
Repetitive Motions			X			
Eye/Hand/Foot Coordination			X			

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold			X		
Extreme heat			X		
Humidity			X		

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Wet			X		
Noise			X		
Hazards			X		
Temperature Change			X		
Atmospheric Conditions			X		
Vibration			X		

Vision Requirements:
Ability to see information in print and/or electronically.