

## JOB INFORMATION

|                         |                      |
|-------------------------|----------------------|
| Job Code                | OB09                 |
| Job Description Title   | Graphic Designer     |
| Pay Grade               | MC09                 |
| Range Minimum           | \$53,610             |
| 33rd %                  | \$64,330             |
| Range Midpoint          | \$69,700             |
| 67th %                  | \$75,060             |
| Range Maximum           | \$85,780             |
| 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

|   |
|---|
| <ul style="list-style-type: none"> <li>Serves as the lead creative and primary designer for marketing and communication materials.</li> <li>Responsible for conceptualization and implementation of design solutions that meet marketing objectives. Executes on brand platform and develops creative systems.</li> <li>Produces collateral to support the marketing priorities, such as magazines, annual reports, brochures, direct mail, comprehensive fundraising campaigns, etc.</li> <li>Supports digital marketing design integration.</li> <li>Follows each job through its lifecycle to ensure an accurate and polished final product.</li> <li>Interacts with clients to gain a strong understanding of marketing goals and objectives. Gives presentations that demonstrate how design solution is meeting objectives.</li> <li>Interface with printers throughout the entire production process.</li> <li>Trains and directs student workers who develop design concepts into art layouts.</li> </ul> |
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## 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 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.