

COORDINATOR, GRAPHIC DESIGN

DEFINITION

Under general supervision, plans, organizes and coordinates the development and implementation of all programs and activities of the visual arts function within the Marketing and Communications Department, including participating in the District's branding and image relative to its visual identity, marketing materials, and publications; providing oversight for the development and production of a wide variety of informational, promotional, and academic materials and publications for both print and web formats; in collaboration with the Director, Marketing and Communications, administers short and long-range planning activities, develops and implements marketing campaigns and strategies, and oversees the institutional brand; manages the effective use of department resources to improve organizational productivity and customer service; provides complex and responsible support to the Director, Marketing, Communications, and Public Affairs in areas of expertise.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Director, Marketing, Communications, and Public Affairs. Exercises technical and functional direction over and provides training to student workers and assigned staff.

CLASS CHARACTERISTICS

This is a coordinator classification responsible for planning, organizing, and coordinating all visual arts activities within the department. Employees at this level are required to be fully trained in all procedures related to the assigned area(s) of responsibility, working with a high degree of independent judgment, tact, and initiative. Successful performance of the work requires an extensive professional graphic designer background as well as skill in coordinating departmental work with that of other departments and outside agencies. This class is distinguished from the Director, Marketing, Communications, and Public Affairs in that the latter has overall responsibility for all functions of the department and for developing, implementing, and interpreting public policy.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS (Illustrative Only)

- Plans, organizes, and coordinates the daily programs, services, and activities of the visual arts function within the Marketing and Communications Department; assists in establishing schedules and methods for providing program, services, and activities; recommends improvements or modifications; assists in developing and implementing procedures and policies.
- Provides training, orientation, and guidance to assigned staff; prepares weekly and daily schedules; reviews and controls quality of work.
- Participates in the development of department budgets.
- Develops and standardizes procedures and methods to improve and continuously monitor the efficiency and effectiveness of assigned programs, service delivery methods, and procedures; assesses and monitors workload, administrative and support systems, and internal reporting relationships; identifies opportunities for improvement and recommends to the Director.
- In collaboration with the Director, Marketing, Communications, and Public Affairs, conceptualizes, plans, develops, and implements a wide variety of marketing campaigns and strategies.
- Coordinates and/or personally performs the creation and design of new marketing and information pieces and printed collateral, such as brochures, post cards, publications, flyers, posters, and booklets with the use of a wide variety of computer software programs.
- Develops design concepts and themes to communicate specific marketing and communications messages to various audiences via advertising and promotional collateral.

- Researches subject matter for a wide variety of projects to gain full understanding of what types of imagery and themes are appropriate.
- Creates and manages the institutional logo and program logos when deemed appropriate.
- Monitors job requests and email correspondence regarding the status of each project.
- Meets with various project stakeholders and internal clients for the more complex, multi-faceted projects.
- Negotiates and administers contracts with private vendors to provide District services and works with them to complete visual arts projects.
- Stays abreast of new trends and innovations in visual arts; researches emerging products and enhancements and their applicability to District needs.
- Receives, investigates, and responds to difficult and sensitive problems and complaints in a professional manner; identifies and reports findings and takes necessary corrective action.
- Learns and applies emerging technologies and, as necessary, to perform duties in an efficient, organized, and timely manner.
- Performs other related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Basic principles and practices of providing technical and functional direction and training to assigned staff.
- Principles and practices of budget development and administration.
- Visual art and design concepts, processes, and procedures, including illustration of various media, form design, reproduction, layout, and camera processes.
- Graphics and software updates, typography, pre-press production and color correction, and printing processes and technology.
- Fundamentals of photography, including in-studio and candid settings and postproduction enhancements and corrections.
- Methods, principles and practices of District programs, projects, services, and activities.
- Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to graphic design programs.
- Recent and ongoing developments, current literature, and sources of information related to the operations of the assigned division.
- Record keeping principles and procedures.
- Modern office practices, methods, and computer equipment and applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for effectively representing the District in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and District staff.

Skills & Abilities to:

- Plan, schedule, assign, and oversee activities of assigned personnel.
- Inspect the work of others and maintain established quality control standards.
- Train others in proper and safe work procedures.
- Identify and implement effective course of action to complete assigned work.
- Oversee and coordinate graphic design program operations, services, and activities.
- Participate in the development of goals, objectives, policies, procedures, and work standards for assigned programs.

- Creatively design effective educational and informational materials and marketing collateral relative to District programs, projects, services, and activities.
- Visualize abstract ideas and concepts; visually interpret ideas and thoughts onto paper or computer screen.
- Produce neat, accurate, and quality line work and design.
- Oversee and coordinate complex projects, on-time, and within budget.
- Interpret, apply, explain, and ensure compliance with federal, state, and local policies, procedures, laws, and regulations.
- Evaluate and develop improvements in operations, procedures, policies, or methods.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Establish and maintain a variety of filing, record keeping, and tracking systems.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Understand scope of authority in making independent decisions.
- Review situations accurately and determine appropriate course of action using judgment according to established policies and procedures.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to graduation from an accredited four-year college or university with major coursework in arts, graphic design, Web design, communications, marketing, or a related field and three (3) of experience in art direction, visual arts, graphic design, web design, and/or the development of public education and and/or marketing programs and materials. Additional years of experience can be substituted for the required education on a year-for-year basis.

Licenses and Certifications:

- The incumbent may periodically be required to travel a variety of locations. If operating a vehicle, employees must have the ability to secure and maintain a valid California driver's license.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various District and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 25 pounds.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.