**Position Description**

**Graphics Technician**
**Department: Marketing & Communication**

## POSITION PURPOSE

The Graphics Technician designs and produces College publications and collateral material to promote College programs and services.

## NATURE & SCOPE

Under general direction by the College Graphic Designer/Art Director, the Graphics Technician is responsible for creating the design and layout of the Class Schedule and other collateral materials to be produced, and to assist with bid proposals for projects and comply with production schedules. Other decisions, such as final approval of materials for reproduction, are referred to a higher authority.

## EXAMPLES OF KEY DUTIES AND RESPONSIBILITIES

1. Meets with various parties/internal clients to determine gather information and ideas on the production of College publications.

2. Designs and executes revisions for the Class Schedule, various catalogs, brochures, advertisements, Web pages and other published materials.

3. Proofreads work to ensure accuracy of text.

4. Determines production deadlines; produces camera-ready materials for reproduction.

5. Coordinates bid proposals; works with vendors to obtain required services.

6. Works with faculty and staff to continually gather information to update College publications as assigned.

7. Performs related duties as required.

## EMPLOYMENT STANDARDS

### Knowledge:

Ability to translate concepts into designs that convey intended message for intended audience.
Principles and techniques of art and publication design, 4-color production process
Understanding of effective use of typography and type specifications
Computer literacy with exceptional skill in desktop publishing and computer graphics programs (*e.g.*, Adobe Illustrator, Adobe Pagemaker, Adobe PhotoShop)

### Skill & Abilities

Operate and maintain various tools used in graphic reproduction
Ability to communicate clearly and effectively
Ability to demonstrate excellent interpersonal and customer service skills
Ability to organize projects, to multitask and manage heavy workloads
Ability to focus and produce quality, accurate work under tight deadlines

### Education & Experience

A.A. degree in graphic design or related field, or equivalent experience
2-4 years of work experience directly related to graphic design