

## **Job Template: Graphic Designer**

<b>Occupational Group</b>	Communication and Marketing
<b>Job Family</b>	Communication and Marketing
<b>Job Path</b>	Graphic Design
<b>Job Title</b>	<b>Graphic Designer</b>
<b>Job Category: P</b>	<b>Job Level: 3</b>
<b>FLSA Status: E</b>	<b>Job Code: C01000</b>

### **P3: Level Standards**

#### **GENERAL ROLE**

This level is accountable for directly providing service to any assigned work unit at the University. The service can focus on a single or a variety of job functions with varying degrees of independence. Positions at this level may supervise student or support employees.

Incumbents:

- Put into effect what is required by defined job duties and responsibilities following professional norms or established procedures and protocols for guidance.
- Alter the order in which work or a procedure is performed to improve efficiency and effectiveness.
- Recommend or implement modifications to practices and procedures to improve efficiency and quality, directly affecting the specific office operation or departmental procedure or practice.

#### **INDEPENDENCE AND DECISION-MAKING**

→ *Supervision Received*

- Works under limited supervision.

→ *Context of Decisions*

- Utilizes general departmental guidelines to develop resolutions outside the standard practice.

→ *Job Controls*

- Possesses considerable freedom from technical and administrative oversight while the work is in progress.
- Defines standard work tasks within departmental policies, practices, and procedures to achieve outcomes.
- Serves as the advanced resource to whom more junior employees go to for technical guidance.

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### **COMPLEXITY AND PROBLEM SOLVING**

#### *→ Range of issues*

- Handles a variety of work situations that are cyclical in character, with occasionally complex situations.
- Issues are regularly varied.
- Problems tend to be technical or programmatic in nature.

#### *→ Course of Resolution*

- Assesses a variety of situations, and develops resolutions through choosing among options based on past practice or experience.

#### *→ Measure of Creativity*

- Issues are solvable through deep technical know-how and imaginative workarounds.
- Most of the obstacles, issues, or concerns encountered require considering alternative practice or policy interpretation.

### **COMMUNICATION EXPECTATIONS**

#### *→ Manner of Delivery and Content*

- Regularly provides information on finished materials to others.

### **SCOPE AND MEASURABLE EFFECT**

- Actions regularly affect an individual, item, event, or incident, etc.
- Actions taken are generally done to meet reporting requirements or regulatory guidelines, or to satisfy internal checks and balances and/or existing standards.
- Incumbents have an indirect impact on a larger action or process, such as serving as a single component in an approval process, where the process is “owned” by a different work unit.
- May be designated to guide or organize the work of several employees within the unit.

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### **Job Template**

#### **GENERAL SUMMARY**

Creates graphics and designs media in print or electronic form for promotional and informational purposes for the designated department.

#### **REPORTING RELATIONSHIPS AND TEAMWORK**

Works under general supervision of a supervisor or manager.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

*The intent of this section is to list the primary, fundamental responsibilities of the job – that is, the duties that are central and vital to the role.*

- Designs print and electronic media graphics for distribution through various platforms, including emails, social media, print collateral, advertisements, promotional items, and web.
- Prepares documents and designs using methods and techniques suited to specific reproduction processes for final use and to publisher's specifications.
- Researches ideas and materials presented for design or illustration, and makes decisions regarding proper visual interpretation.
- Recommends ways to meet client's needs within budget limits. Recommends solutions to design problems and explains finished mechanical to client.
- Serves as a consultant to clients and researchers regarding most effective design and techniques to produce desired visual effect.
- Sets up photo shoots and negotiates with photographers and other illustrators for services, as needed.
- Collaborates with writers, editors and other production staff to produce a coordinated finished product.
- May create and update website pages.
- Performs related work as required.

#### **MINIMUM QUALIFICATIONS**

- Bachelor's degree in related field.
- Three years of related experience.

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OR

- Associate's degree
- Five years of related experience

### **COMPETENCIES**

#### **Knowledge of:**

- Basic web and digital design and development practices
- Current graphic design principles and practices
- Microsoft Office and related software applications
- Adobe Creative suite and other design software applications

#### **Skill in:**

- Planning and organization
- Troubleshooting
- Developing and maintaining effective and appropriate working relationships
- Critical thinking, problem solving and analysis

#### **Ability to:**

- Create and develop assets that support and align with multiple campaigns or objectives that can positively impact the brand, image, awareness, exposure, and ability to generate revenue
- Communicate effectively through both oral and written means
- Respect diversity and work collaboratively with individuals of diverse cultural, social and educational backgrounds
- Manage multiple projects simultaneously and meet established deadlines
- Solve complex technical or design problems
- Maintain the confidentiality of information and professional boundaries
- Work independently to analyze available information, draw conclusions and understandings, and present such conclusions effectively to senior management

## **Job Template: Senior Graphic Designer**

	Communication and Marketing
<b>Job Family</b>	Communication and Marketing
<b>Job Path</b>	Graphic Design
<b>Job Title</b>	<b>Senior Graphic Designer</b>
<b>Job Category: P</b>	<b>Job Level: 4</b>
<b>FLSA Status: E</b>	<b>Job Code: C01001</b>

### **P4: Level Standards**

#### **GENERAL ROLE**

This level is accountable for directly providing service to any assigned work unit at the University. The service can focus on a single or a variety of job functions with varying degrees of independence. Positions at this level may supervise student or support employees.

Incumbents:

- Put into effect what is required by defined job duties and responsibilities following professional norms or established procedures and protocols for guidance.
- Alter the order in which work or a procedure is performed to improve efficiency and effectiveness.
- Recommend or implement modifications to practices and procedures to improve efficiency and quality, directly affecting the specific office operation or departmental procedure or practice.

#### **INDEPENDENCE AND DECISION-MAKING**

→ *Supervision Received*

- Works under direction.

→ *Context of Decisions*

- Decisions should involve selecting an approach from among alternatives, timing when certain tasks should be performed, determining how to best use available resources, and other similar choices.
- Decisions require more coordination and collaboration among different sources, taking into consideration the roles and impact on work outside the immediate organization.

→ *Job Controls*

- Has the latitude to make decisions on projects that they are accountable for delivering on.
- Free to plan and carry out all phases of work assignments.

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<b>Job Category: P</b>	<b>Job Level: 4</b>
<b>FLSA Status: E</b>	<b>Job Code: C01001</b>

### **COMPLEXITY AND PROBLEM SOLVING**

#### *→ Range of issues*

- Assignments are defined as less reoccurring or cyclical tasks, and primarily consist of development or refinement of programmatic or administrative objectives.

#### *→ Course of Resolution*

- Resolution and project completion require substantial planning and scheduling within the department in order to obtain and align resources when and where needed.

#### *→ Measure of Creativity*

- Problems are not amenable to strict technical resolution, requiring innovative thinking.

### **COMMUNICATION EXPECTATIONS**

#### *→ Manner of Delivery and Content*

- Regularly provides information on finished materials to others.
- Diplomatically and effectively deliver information difficult to understand or in contrast with a student or customer's views.

### **SCOPE AND MEASURABLE EFFECT**

- Incumbents may supervise a small homogenous department, with proportionate responsibility to perform daily responsibilities similar to the work of subordinate staff.
- Actions typically affect an individual, item, event, or incident, etc.
- Actions taken are generally done to meet reporting requirements or regulatory guidelines, or to satisfy internal checks and balances and/or existing standards.
- Incumbents are typically designated as a lead or frequently assigned project leadership roles within a specific administrative/programmatic function or specialty area.

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- Generally, have a more direct impact on a larger action or process, such as serving as an approver in a process, where the process is “owned” by a different work unit.

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### **Job Template**

#### **GENERAL SUMMARY**

Creates highly complex or technical designs and illustrations for promotional, educational, technical, and informational materials. Responsible for coordinating and monitoring the work of staff of designers.

#### **REPORTING RELATIONSHIPS AND TEAMWORK**

Works under direction of a supervisor or manager. May serve as a lead worker to employees who perform similar functions.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

*The intent of this section is to list the primary, fundamental responsibilities of the job – that is, the duties that are central and vital to the role.*

- Creates and produces original graphic design for print publication, direct mail, advertising, and environmental design. Provides original illustration art for print, web, and video productions.
- Plans layout, design, and form of publication. Exercises originality and creativity in developing proper focus of the publication to generate desired response and draw attention to the publication
- Consults with editor and editorial staff regarding publication needs, audience goals, deadlines, budgetary limitations, and image to be conveyed.
- Reviews and edits copy and manuscripts from various sources submitted for publication.
- Oversees production of design work to ensure standards of quality are met and intended image is conveyed.
- Serves as a resource to other designers regarding design projects or in resolving complex design problems.
- Develops and evaluates effectiveness of graphics policies, procedures, and services.
- Initiates and coordinates graphic services for wide dissemination and responds to inquiries from various University and State agency clients for information about marketing and graphics.
- Performs related work as required.



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<b>FLSA Status: E</b>	<b>Job Code: C01001</b>

### **MINIMUM QUALIFICATIONS**

- Bachelor's degree in related field.
- Four to five years of related experience.

### **COMPETENCIES**

#### **Knowledge of:**

- Technical and graphic design
- Design practices across digital platforms (websites, social media, etc.)
- Print design theory, production, and practices
- Marketing and communication strategy
- Microsoft Office and related software applications
- Adobe Create Suite and other related design software applications

#### **Skill in:**

- Planning and organization
- Troubleshooting
- Developing and maintaining effective and appropriate working relationships
- Critical thinking, problem solving and analysis

#### **Ability to:**

- Articulate visual concepts
- Appropriately apply institutional brand standards
- Communicate effectively through both oral and written means
- Respect diversity and work collaboratively with individuals of diverse cultural, social and educational backgrounds
- Coordinate the work of others
- Meet established deadlines and manage multiple projects simultaneously
- Solve complex technical or design problems
- Maintain the confidentiality of information and professional boundaries
- Work independently to analyze available information, draw conclusions and understandings, and present such conclusions effectively to senior management

## Job Template: Lead Graphic Designer

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<b>Job Path</b>	Graphic Design
<b>Job Title</b>	<b>Lead Graphic Designer</b>
<b>Job Category: P</b>	<b>Job Level: 5</b>
<b>FLSA Status: E</b>	<b>Job Code: C01002</b>

### **P5: Level Standards**

#### **GENERAL ROLE**

This level is accountable for serving in an advanced senior resource capacity in an area of specialization.

Incumbents:

- Serve in a subject leader and consultative capacity within an area of specialization.
- Serve in the most advanced capacity and frequently being assigned project leadership roles within a specific administrative/programmatic function or specialty area.

#### **INDEPENDENCE AND DECISION-MAKING**

→ *Supervision Received*

- Works under direction.
- Seeks approvals when significant changes to process steps are considered and additional resources for task completion are required.

→ *Context of Decisions*

- Decisions are driven by office/departmental policy and procedures.

→ *Job Controls*

- Free to plan and carry out all phases of work assignments.
- Has the latitude to make daily operational decisions.

#### **COMPLEXITY AND PROBLEM SOLVING**

→ *Range of issues*

- Issues tend to be operational in nature.

→ *Course of Resolution*

- Identifies issues and gathers facts.
- Must understand the smallest details of an assigned area.

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<b>Job Category: P</b>	<b>Job Level: 5</b>
<b>FLSA Status: E</b>	<b>Job Code: C01002</b>

→ *Measure of Creativity*

- Problems are not amenable to strict technical resolution, requiring innovative thinking for resolution.

### **COMMUNICATION EXPECTATIONS**

→ *Manner of Delivery and Content*

- Diplomatically and effectively deliver information difficult to understand or in contrast with a student or customer's views.

### **SCOPE AND MEASURABLE EFFECT**

- Actions regularly affect a department or a project outcome with department/office impact.
- Actions generally have a direct impact on controlling such things as staff size and nature of work and scope of services.
- Performance results tend to relate to efficiency, fiscal practices and standing, quality/continuous improvement, timeliness, resource allocation/effectiveness, etc.

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<b>Job Category: P</b>	<b>Job Level: 5</b>
<b>FLSA Status: E</b>	<b>Job Code: C01002</b>

### Job Template

#### GENERAL SUMMARY

Develops complex or technical designs, illustrations, and informational materials for notable promotional, educational, technical needs and initiatives. Responsible for coordinating and monitoring the work of other graphic design staff.

#### REPORTING RELATIONSHIPS AND TEAMWORK

Works under direction of a manager. Serves as a highly advanced resource for area of specialty.

#### ESSENTIAL DUTIES AND RESPONSIBILITIES

*The intent of this section is to list the primary, fundamental responsibilities of the job – that is, the duties that are central and vital to the role.*

- Supervises the production of design work by staff; ensures standards of quality are met and projects are completed within agreed timeline.
- Serves as the primary resource for other designers regarding design projects and for resolving complex or technical design problems.
- Determines layout, design, and form of publication. Exercises originality and creativity in developing proper focus of the publication to generate desired response and draw attention to the publication.
- Designs and develops original graphic design and illustration art for print, web, and video messaging, communication, and advertisement.
- Coordinates with managing editors and other staff regarding publication needs, audience goals, deadlines, budgetary limitations, and image to be conveyed.
- Develops and evaluates effectiveness of graphics policies, procedures, and services.
- Initiates and coordinates graphic services for wide dissemination and responds to inquiries from various University and State agency clients for information about marketing and graphics.
- Performs related work as required.

#### MINIMUM QUALIFICATIONS

- Bachelor's degree in related field.

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<b>FLSA Status: E</b>	<b>Job Code: C01002</b>

- Six years of related experience. Two years of experience must be serving as an advanced/senior team member or working as a project lead.

### COMPETENCIES

#### Knowledge of:

- Principles and practices of employee supervision
- Graphic design principles and practices across digital platforms (websites, social media, video, etc.)
- Print design theory, production, and practices
- Marketing and communication strategy
- Microsoft Office and related software applications
- Adobe Create Suite and other related design software applications

#### Skill in:

- Planning and organization
- Troubleshooting
- Developing and maintaining effective and appropriate working relationships
- Critical thinking, problem solving and analysis

#### Ability to:

- Articulate visual concepts
- Develop original illustrative materials
- Appropriately apply institutional brand standards
- Communicate effectively through both oral and written means
- Respect diversity and work collaboratively with individuals of diverse cultural, social and educational backgrounds
- Coordinate the work of others
- Meet established deadlines and manage multiple projects simultaneously
- Solve complex technical or design problems
- Maintain the confidentiality of information and professional boundaries
- Work independently to analyze available information, draw conclusions and understandings, and present such conclusions effectively to senior management