**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 Receive*d

* 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.

*🡪 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.

**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.
* 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