**P2: 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.

Incumbents:

* Put into effect what is required by defined job duties and responsibilities following professional norms or established procedures and protocols for guidance.
* Tend to have assignments that are reoccurring and work outputs generally are delivered in a prescribed form/format.
* Alter the order in which work or a procedure is performed to improve efficiency and effectiveness.
* May 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 Receive*d

* Works under general supervision.
* Periodic checks on accuracy, quality, and timeliness of outcomes.

*🡪 Context of Decisions*

* Independently develops how work is to be done based on precedent, practice, and existing policy at the unit/office levels.

*🡪 Job Controls*

* Possess the latitude to adjust the work processes or methods to effectively and efficiently manage their work assignments.
* Guided by general procedures and professional norms.

**COMPLEXITY AND PROBLEM SOLVING**

*🡪 Range of issues*

* Problems tend to be modestly technical or operational.

*🡪 Course of Resolution*

* Performs comparisons, verifications, reconciliations, compilations, etc. and such of data, program or student services/practices, or operational/staff output.
* Understands the end product/outcome and where to send and receive information and materials to fulfill the assigned responsibilities.

*🡪 Measure of Creativity*

* Once problems are identified, solutions generally can be resolved using conventional or standard procedures.
* Most of the obstacles, issues, or concerns can be handled with established practice and policy.

**COMMUNICATION EXPECTATIONS**

*🡪 Manner of Delivery and Content*

* Regularly provides information on finished materials to others.

**SCOPE AND MEASURABLE EFFECT**

* 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 indirectly promote the general welfare of students, faculty and staff, and safeguard the institution by playing an important role within a process.

**Job Template**

**GENERAL SUMMARY**

Communicates, supports, and enhances overall marketing goals of the University and assigned area/department. Manages area/department identity and branding across a variety of digital media formats.

**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.*

* Recommends, designs, creates, and edits graphic and visual assets. Coordinates digital and print presence.
* Produces content, including digital media, print media, and documentation for area of assignment.
* Creates and edits marketing materials and educational resources.
* Serves as a consultant and resource to staff in areas of identity management and branding.
* Provides support to other media staff to ensure successful completion of assigned projects and to meet production schedules.
* Meets with clients to determine client needs and desired results.
* Oversees the scheduling, delivery, and operation of media equipment for use by department/division.
* Stays current with new audio-visual technologies in order to recommend, maintain, and repair new technologies adopted by the University.
* Prepares presentations and demonstrations of project content to communicate research, design, and development process.
* Participates in workshops and events across school and departments.
* Performs related work as required.

**MINIMUM QUALIFICATIONS**

* Bachelor’s degree in related field.
* Two years of related experience.

**COMPETENCIES**

**Knowledge of:**

* Principles and practices of graphic design
* Media technology
* Digital content creation
* Audio/visual technologies
* Microsoft Office, Adobe Creative Suites, and other related software applications

**Skill in:**

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

**Ability to:**

* Perform a specific production function, such as web design and development, animation, audio/video content creation and production, or graphic design
* Communicate effectively through both oral and written means
* Respect diversity and work collaboratively with individuals of diverse cultural, social and educational backgrounds
* Operate audio/visual equipment and diagnose problems
* Create and maintain an inventory and records for equipment maintenance and repair
* Plan and schedule technical production of events
* 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