

Spokane County Library District

CLASSIFICATION: N11

POSITION TITLE: Graphic Designer

GENERAL PURPOSE:

Creates, designs, and produces all printed materials, electronic files, and digital images used for promotion of District programs, activities, and exhibits.

POSITION SUMMARY:

Under the general direction of the Communications Manager, creates, designs, and produces public information materials for commercial or in-house production, defining visual elements used to establish and maintain the District's brand; prepares graphics for the District website and intranet; coordinates and executes photo shoots at various library events and/or branches for a variety of promotional purposes; maintains public display kits, materials, and the District's stock photo collection.

ILLUSTRATIVE EXAMPLES OF ESSENTIAL DUTIES AND RESPONSIBILITIES:

Provides ongoing creative development and direction for public information and promotional materials, and for the District's website and intranet. Establishes the design standard used to assure uniformity and consistency in the production and proofing.

Creates, designs, prepares, and produces electronic files for printed materials, exhibit elements, and/or digital images for all District print media and its website; selects all graphic elements used to support the project's message.

Assists in editing copy provided by staff for program publicity and identifying the most suitable medium/media for projects; establishes proofreading standards and protocol that ensure accuracy in all materials.

Serves as a member of the Web Team; works closely with Web Services Coordinator to analyze and implement website design changes; is expected to have capability/skill set to serve as a back-end role for the Web Services Coordinator.

Collaborates with branch supervisors to create and maintain effective public materials displays consistent with the District brand.

Establishes and manages vendor relationships for all projects; oversees outsourced printing projects.

Coordinates and executes photo shoots; purchases stock photos; maintains photo catalog.

Maintains project database and records; prepares necessary reports.

Attends work on a regular and dependable basis.

Hear, see, speak, and listen to individuals in order to work with staff and vendors.

Interacts in a professional and respectful manner with District staff and the public.

OTHER JOB FUNCTIONS: Performs other tasks as assigned.

SELECTION FACTORS:

(Candidates selected for employment must satisfactorily demonstrate possession of these factors during a prescribed probationary period, and afterwards, for continued employment.)

Knowledge of:

- Office and graphics computer systems and software;
- Classic and digital forms of graphic design, typography, and photography;
- Basic copywriting and editing principles and practices.

- Principles of basic website design.
- Digital pre-press set-up and the commercial printing trade.

Ability to:

- Work independently to create and produce a wide variety of graphic materials;
- Communicate effectively both orally and in writing;
- Manage detail, recognize and set priorities, meet deadlines, work accurately, and maintain confidentiality;
- Use initiative, problem solving skills, and sound judgment;
- Use state-of-the-art computerized graphic design programs on a Macintosh platform;
- Use a PC and work with cross-platform software programs;
- Work effectively with co-workers and other District staff in a cooperative and respectful manner;
- Accept and follow instruction, set priorities, handle details, and multi-task;
- Travel to library branches and other locations within the District's service area using own transportation.

MINIMUM QUALIFICATIONS:

Persons applying for a position of this class should have:

High School Diploma or equivalent; four years work experience in professional graphic design and production; college degree in graphic design may substitute for up to three years of work experience; one year experience in desktop publishing, graphics production, digital photography manipulation, and database software programs. Proficiency in the use of Adobe Creative Suite: PhotoShop, Illustrator, and Acrobat. Or any equivalent combination of education, training, or experience that assures satisfactory performance of essential job functions.

Should be able to successfully pass a background check.

Valid driver's license and normal risk insurability.

TOOLS AND EQUIPMENT USED:

General office equipment including personal computer with associated office software, and specialized graphics software; telephone, fax, and copy machine.

WORK ENVIRONMENT:

(The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.)

Work is performed primarily in an office environment while sitting at a desk or computer terminal for extended periods of time. Some travel to a variety of locations to perform work and/or attend meetings is required. Physical exertion is required to lift office supplies.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

FLSA Class: Non-Exempt

Salary Range: N11

Revised: 05/01/2010