

Union Public Schools Job Description

Position Title: Graphic Designer
Department: Communications
Reports To: Senior Executive Director of Communications

FLSA Designation: Nonexempt

SUMMARY: Graphic design is a complex profession that requires intelligence, knowledge, talent, and skill in a wide range of work domains. Designers use advanced technology to create visual and multimedia presentations. They interact with other professionals—printers, copywriters, photographers, videographers, and website designers—and customers—Board members, administrators, teachers, support employees, PTA members, booster club officers, and students.

Graphic designers need skills in cognition, technology, art, business, and interpersonal relations. Time management and organizational skills are also important, as graphic designers work on multiple projects simultaneously, have strict deadlines to meet, and must work within budgetary constraints.

This position requires the graphic designer to be customer service oriented; to be proficient in the use of a high-end color copier, color plotter, scanner, cameras and computers; to continue to develop and update graphic design skills, including the use of sophisticated graphic design software; to collaborate with vendors to ensure Union receives the best copy/printing service and pricing; and to assist Chief Communications Officer and other staff members with special projects and events.

ESSENTIAL DUTIES AND RESPONSIBILITIES: *other duties may be assigned.*

- Creates and distributes the bi-annual issues of *the Communicator*, Union's printed newsletter.
- Creates and assists with the school district's annual bond issue printed materials.
- Prints and distributes school handbooks and course offerings for school sites.
- Creates, prints, and distributes programs and promotional materials for plays, concerts, Commencement, groundbreaking, Teacher of the Year reception, employee Back-to-School Kickoff Celebration, and other special events.
- Creates, prints, and distributes certificates & awards
- Works together with other departments to create the Annual Comprehensive Financial Report (ACFR).
- Works together with other departments to create, print and distribute the District Annual Report.
- Creates, prints, and distributes posters, flyers, invitations, and other projects submitted by district customers.
- Provides coordination of district copying and printing.
- Inventories and orders paper and other copier supplies.
- Maintains the documentation and bookkeeping for print and copy orders.
- Works well with supervisors and other members of the team.
- Maintains consistent and punctual attendance.
- Performs other duties assigned by supervisor or administrator.

SUPERVISORY RESPONSIBILITIES: None

*Graphic Designer
Created 3/2014
Revised 8/2021
Revised 9/2023*

QUALIFICATION REQUIREMENTS: *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, physical stamina, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

EDUCATION and/or EXPERIENCE: Bachelor of Arts in art, graphic design, or a related communications field preferred. Expertise in state-of-the-art computerized graphic design software—and the ability to learn quickly and adapt as the technology becomes more sophisticated. Experience using these programs is preferred: Photoshop, Adobe Illustrator, InDesign, Adobe After Effects, PowerPoint, Excel and the full Microsoft Suite, etc. Familiarity with Mac computers would be helpful.

CERTIFICATE, LICENSES, REGISTRATIONS: None.

LANGUAGE SKILLS: Ability to communicate visually, verbally, and in writing. The mechanics of oral and written communication—grammar, punctuation, and spelling—are as important as color, line, and composition.

MATHEMATICAL SKILLS: Ability to work with basic mathematical concepts and ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

REASONING ABILITY: Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

OTHER SKILLS and ABILITIES: Knowledge of highly technical graphic design computer software programs. Ability to operate personal computers for long periods of time. Use of arms and hands for finger dexterity for typing is a necessary skill. Ability to perform duties with awareness of all district requirements and Board of Education policies.

Graphic designers work extensively with people and must have good interpersonal skills. They must be able to work with other professionals, vendors, printers, and clients.

In addition, graphic designers must be able to:

- Thinks creatively to produce new ideas
- Meets with clients to discuss their needs
- Uses a wide range of media, including photography and computer-aided design
- Produces accurate and high-quality work
- Keeps abreast of developments in IT, particularly design programs
- Works to tight deadlines
- Works with more than one design/project at a time
- Keeps abreast of outside printing costs and requirements for production

PHYSICAL DEMANDS: *The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job, the employee is regularly required to sit. The employee is occasionally required to walk; use hands to finger, handle or feel objects, tools, or controls; reach with hands or arms; talk or hear. The employee regularly types and uses a mouse for long periods of time. The employee may occasionally be required to move boxes of paper up to 50 lbs.

Specific vision abilities required by this job include close vision and the ability to adjust focus. The employee is regularly required to meet deadlines with severe time constraints and occasionally interact with the public and staff in addition to meeting multiple demands from several people.

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.*

The noise level in the work environment is usually quiet.

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