

Graphic Design Specialist

DEPARTMENT:	Operations
GRADE:	55
CLASS CODE:	GRAPHSPEC
FLSA STATUS:	Non-Exempt
UNION STATUS:	Represented
REVISED DATE:	August 2020

Summary:

The Graphic Design Specialist, under general direction, plans, designs, produces and delegates tasks for a variety of graphic outreach campaigns, visual communication materials and media presentations for Timberland Regional Library.

Reporting Relationships and Team Work:

This position is supervised by and reports to the Operations Director as part of a service oriented team.

Essential Duties and Responsibilities:

Class specifications are intended to provide a descriptive list illustrative of the range of duties performed by employees in the class. The omission of specific duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

1. Develops, implements and oversees district-wide visual campaigns for use internally and with the public.
2. Plans, designs, produces and approves mockups for posters, brochures, logos, advertisements, direct mail, and publicity pieces that comply with the TRL Brand Guidelines.
3. Creates or selects images and font types; ensures design elements are arranged for visual appeal, legibility, and clarity of message.
4. Edits text as needed and prepares projects for proofing and review.
5. Works with library and department staff to define graphic design projects, update design templates and gather content information. Ensures all work produced meets the needs of TRL staff and stakeholders, and consults with TRL Administration on graphic design needs, campaigns and other projects.
6. Oversees the creation of original illustrations and art assets.
7. Create and edit multimedia resources (photographs and videos) for internal and external use.

8. Prepares files for in-house and/or commercial printing.
9. Uses Content Management system to update TRL's public website on as-needed, ongoing basis.
10. Maintains Creative Services Department's physical and intangible assets, including the maintenance of departmental hardware and software programs, organization of digital and physical files, and archiving of past design jobs.
11. Performs other duties as assigned or required.

Core Skills and Qualities:

Complete definitions are included on the TRL evaluation form. Employees are expected to demonstrate the following qualities at all times:

1. Establish and maintain effective working relationships with internal staff, outside organizations, and the general public.
2. Positively reflect TRL's mission, vision, and values to the staff and public.
3. Effective organizational and time management skills, including the ability to multitask, manage multiple projects at the same time and adapt to changing priorities to meet demands of the department.
4. Communicate effectively verbally and in writing.
5. Demonstrate quality customer service.
6. Exhibit reliability and dependability. Demonstrate punctuality and regular and consistent attendance.
7. Demonstrate a positive attitude and flexibility.
8. Work well with others, show respect, contribute to the team.

Required Knowledge, Skills, and Abilities:

Employees are expected to perform or possess the following:

1. Understanding of visual campaign design and implementation.
2. Demonstrate understanding of graphic design principles and practices.
3. Utilize copywriting and editing principles related to informational design.
4. Apply computer illustration and photo manipulation techniques.
5. Create complex artwork and perform a variety of graphic design functions.
6. Utilize technology tools to produce library resources and publicity materials.
7. Ensure designs are visually appealing and convey clarity of intended message.
8. English grammar, punctuation and spelling including strong proofreading skills.
9. Design artwork that meets the needs of the District and reaches target audiences.

Technology Requirements:

Required:

- Use of standard office equipment, including but not limited to Personal Computer and related software packages to perform analysis, information retrieval and tracking.

- Intermediate keyboard and data entry skills.
- Ability to navigate, search and use web functions and software applications (i.e., time and attendance systems, performance reviews).
- Intermediate (or Basic) Microsoft Office Suite skills (e.g., Outlook, Word, Excel) to satisfactorily complete job responsibilities.

Desired:

- Intermediate SharePoint skills.
- Illustration techniques.
- Photography.
- Basic video editing techniques.
- Copy editing.
- Adobe Photoshop, InDesign and Illustrator.

Education and Experience:

Associate’s Degree in Graphic Design or related field, and two years graphic design experience; OR any combination of education and experience which would provide the required knowledge and skills and allows successful performance of the job.

Licenses, Certifications, and Special Requirements:

- A valid Washington State Driver’s License.
- Must pass and maintain a criminal background check.

Physical and Environmental Conditions:

- Work is performed in a standard office environment, but can include contact with the public in a library environment.
- Subject to sitting, standing, walking, bending, reaching, and lifting of objects up to 20 pounds.

The above job description is not intended as, nor should it be construed as, exhaustive of all responsibilities, skills, efforts, or working conditions with this job.

This and all TRL positions are subject to transfer, based on library need.

Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this job. Timberland Regional Library is also an Equal Opportunity Employer.