

PERALTA COMMUNITY COLLEGE DISTRICT - June 16, 2005

CLASSIFIED JOB DESCRIPTION

**GRAPHIC DESIGN SPECIALIST
(SEIU Local 1021 Salary Range 87)
Job Code: 946**

CLASS PURPOSE

Under the Direction of the Executive Director of Marketing, Public Relations & Communications, the incumbent performs technical artistic and graphic work in the development of publicity, informational and marketing materials, produces publications, and performs related activities using electronic publishing and graphic design skills.

WORK SCHEDULE

This is normally a full-time position with a work schedule of five days and 40 hours/week. Duties are performed 12 months a year. May be required to work some evenings and Saturdays during peak periods, such as registration, audits, fiscal year end, graduation, etc.

EXAMPLES OF ESSENTIAL DUTIES:

Any one position may not include all of the duties listed nor do listed examples include all tasks which may be found in positions of this class. To perform this job successfully, an individual must be able to perform each essential duty of the position satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions required for the position.

- Uses original and general ideas in order to design and develop graphics and illustrations for use in publications, announcements, brochures, posters, advertisements, displays and other marketing and informational materials and other communications media to publicize college and District programs, courses, and services.
- Coordinates with Department and college staff, contractors and vendors for the purpose of exchanging creative input and procedural, production timeline and cost information.
- Operates a variety of hardware; creates and edits images using computer software and hardware in both Mac and PC formats.
- Exercises judgment and creativity to design original work and to provide artistic and coordinating input.
- May direct the work of student assistants and other staff as assigned.
- Original artistic work may include limited multimedia work, such as composition of music using computer software and preparing electronic files for production, publishing or posting.
- Performs related clerical activities such as scheduling assignments, responding to telephone inquiries, notifying supervisor of necessary materials and supplies, entering time and materials expended for assignments on work requests.
- Performs other duties, as required.

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- Performs other related duties as required.

MINIMUM QUALIFICATIONS

1. An Associate's degree in graphic arts or related field and two years of experience or an equivalent combination of training, education and qualifying experience which demonstrates the skills and ability necessary to perform the essential functions of the position.
2. Knowledge and proficiency in the operation and use of personal computers (PC and Mac platforms) and peripheral hardware such as cameras, scanners, etc., and the use of word processing, email, and electronic publishing software programs.
3. Possession of a current valid California Department of Motor Vehicles Driver's License.
4. Must be insurable under the Peralta Community college District's current insurance policy.
5. Understanding of, sensitivity to and respect for the diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of Peralta Colleges' students, faculty, staff and community.

DESIRABLE QUALIFICATIONS

- Knowledge of principles and practices of marketing and communications.
- Knowledge of graphics production and printing processes, including digital imaging, paper grades and inks, traditional paste up and camera work.
- Knowledge of basic principles of project management.
- Education that includes basic and advanced college level courses in desktop publishing, graphic design, and word processing.
- Knowledge of Illustrator, InDesign, PhotoShop, Quark, and Internet/FTP.

ENVIRONMENTAL DEMANDS

- Occasional work performed alone
- Constant work around and with people

PHYSICAL REQUIREMENTS

- Hearing and speaking to exchange information in person and on the telephone.
- Dexterity of hands and fingers to operate a computer keyboard.
- Seeing to read various materials.
- Sitting for extended periods.
- Occasional standing, walking, stooping, kneeling, squatting, and climbing stairs
- Occasional lifting and carrying up to 15 lbs.
- Occasional pushing and pulling up to 20 lbs.

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- Occasional twisting of body
- Occasional use of manual dexterity
- Occasional use of tactile acuity
- Occasional use of visual acuity from a distance, with depth, and for color
- Frequent work at a rapid pace
- Frequent reaching, high, low, and level
- Frequent audio acuity at all ranges, including speech
- Frequent visual acuity for reading
- Constant use of clear oral communication

TOOLS AND EQUIPMENT USED

- Computer and appropriate peripheral equipment
- Standard office machines and equipment
- Telephone

Revised: N/A