

GRAPHIC DESIGNER

(Range 116)

DEFINITION

Performs professional graphic design work on website and social media projects, marketing presentations, and a wide range of collateral and promotional materials; understands the role of quality copywriting and placement to motivate consumer action; and manages production of print and digital design work to promote the programs and services of the Las Vegas-Clark County Library District.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Public Relations Manager.

ESSENTIAL AND MARGINAL FUNCTIONS--Essential and marginal functions and responsibilities may include, but are not limited to the following:

Essential Functions:

1. Designs concepts and layouts for brochures, posters, flyers, newsletters, quarterly publications, logos, forms, certificates, visual aids, financial reports, and various related products.
2. Prepares projects for website and other digital use utilizing HTML, Photoshop, InDesign, and Illustrator.
3. Prepares projects for printing, including multiple-page projects using **PC and MAC platforms** as well as applications including InDesign, Photoshop, Illustrator, MS Word, MS Excel, and MS PowerPoint.
4. Able to edit copy/make suggestions for accuracy, grammar, and appropriate content for brochures, flyers, newsletters, quarterly publications, and other assigned formats for the purpose of promoting Library District services and patronage.
5. Ability to understand importance of clear and concise language and grammar as an essential element of a project.
6. Maintains positive verbal and written contact with the Library District staff and management in the planning and development of assignments created and received; views all interactions with library staff as an opportunity to provide professional marketing guidance and stellar customer service.
7. Consults regularly with supervisor and Library District staff to evaluate individual project needs.
8. Highly organized and able to juggle assignments to ensure deadlines are met. Prioritizes, tracks, handles, and maintains records of the elements, costs and time schedules of multiple projects.
9. Creates and prepares project sample layouts for the presentation of materials, products, or services.
10. Obtains and prepares cost estimates from outside vendors within quality specifications, financial constraints, and time schedule for the projects.

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11. Presents samples and final layout to Library District staff, management, and/or department supervisor.
12. Reviews quality and prepares final product before its release to Library District staff or management to ensure consistency of brand identity.
13. Operates office equipment including, but not limited to: IBM PC, printing equipment, copy machine, telephone, and facsimile machine.
14. Performs expert color-correcting, photo retouching, photo-compositing, and photo manipulation on images.
15. Monitors printer equipment for use readiness.

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:

1. Methods, materials, and techniques used in graphic design, illustration, layout, photography, web design, and project management.
2. HTML and web design standards.
3. Report and record keeping principles and methods.
4. Print production including prepress preparation for offset and digital printing.
5. Current trends in graphic design.
6. Library District, Branch, and Department policies and procedures.
7. Library District terminology and functions.
8. Correct English usage, spelling, punctuation, and grammar consistent with AP Style.

Ability to:

1. Establish and maintain effective working relationships with those contacted during the course of work.
2. Plan, organize, and edit work and related projects for efficient results and accuracy.
3. Design and produce graphic materials for various web page projects.
4. Exercise good judgment and make sound decisions.
5. Work under pressure and meet deadlines.
6. Accept and manage change and maintain flexibility.
7. Work both independently and as part of a team.

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8. Exercise initiative and discretion.
9. Perform multiple tasks concurrently.
10. Work quickly and accurately.
11. Understand and follow oral and written instructions.
12. Communicate clearly and concisely, both orally and in writing.
13. Maintain the mental capacity for effective interaction and communication with others.
14. Maintain the physical condition appropriate to the performance of assigned duties and responsibilities which may include:
 - standing, walking, or sitting for extended periods of time;
 - bending, reaching, stooping, and pushing;
 - lifting and carrying;
 - operating assigned equipment.
15. Maintain effective auditory and visual perception needed for:
 - making observations;
 - communicating with others;
 - reading and writing;
 - operating assigned equipment.

Skilled in:

1. Use of graphic design programs and equipment.
2. Use of PCs and associated software.
3. Use of general office equipment.

QUALIFICATIONS

Training and Experience:

Bachelor's Degree in Graphic Arts or closely related field required; three (3) years of professional experience as a graphic designer required; and experience with web page design and production required; or an equivalent combination of training, education, and professional graphic design experience that provides the necessary knowledge, skills, and abilities.

Physical Requirements:

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Essential and marginal functions may require maintaining a physical condition necessary for standing and walking, frequent light lifting (5 - 10 pounds), occasional moderate lifting (11 - 20 pounds); occasional bending, stooping, reaching, and pushing; or minimal dexterity in the use of fingers, limbs, or body in the operation of office equipment; utilizing a keyboard, and sitting, or standing for extended periods of time.

Tasks require depth perception, color perception, texture perception, visual perception, and oral communications ability.

Environmental Requirements:

Tasks are performed with infrequent exposure to adverse environmental conditions.

License, Certificate, or Special Requirements:

Possess, or have the ability to obtain, a valid Nevada Driver's License at the time of hire.

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| FLSA: | NON-EXEMPT |
| CBA: | NON-SUPERVISOR |
| DEVELOPED: | JULY 1, 1995 |
| REVISED: | FEBRUARY 14, 1998 JULY 23, 1998 OCTOBER 27, 1998 MAY 18, 2000 JANUARY 28, 2004 JULY 17, 2007 AUGUST 23, 2017 |