

GRAPHIC DESIGNER

(Range 116)

DEFINITION

Performs professional graphic design work, web site projects, copywriting and editing duties in the creation and production of Library District materials.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Graphics Supervisor.

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, fliers, newsletters, quarterly publications, logos, forms, certificates, visual aids, financial reports and various related products.
2. Prepares projects for web site utilizing HTML, Photoshop, InDesign and Illustrator.
3. Prepares projects for printing, including multi-page projects using IBM-PC computers and applications including Photoshop, Illustrator, MS Word, MS Excel and MS PowerPoint.
4. Researches, writes and edits accurate and appropriate content for brochures, fliers, newsletters, quarterly publications, and other assigned formats for the purpose of promoting Library District services and patronage.
5. Maintains verbal and written contact with the Library District staff and management in the planning and development of assignments created and received.
6. Consults with supervisor and Library District staff to evaluate individual project needs.
7. Organizes assignments to ensure deadlines are met. Prioritizes, tracks, handles, and maintains records of the elements, costs and time schedules of multiple projects.
8. Creates and prepares project sample layouts for the presentation of material, product or service.
9. Obtains and prepares cost estimates from outside vendors within quality specifications, financial constraints, and time schedule for the projects.
10. Presents samples and final layout to Library District staff, management, and/or department supervisor.
11. Reviews quality and prepares final product before its release to Library District staff or management.
12. Operates office equipment including, but not limited to: copy machine, telephone, and facsimile machine.

Marginal Functions:

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1. Performs related duties and responsibilities as required.

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:

1. Methods, materials, and techniques used in graphic design, illustration, layout, and photography.
2. HTML and web design standards.
3. Report and record keeping principles and methods.
4. Print production including prepress preparation and offset, and digital printing requirements.
5. Current trends in desktop publishing.
6. Library District, Branch, and Department policies and procedures.
7. Library District terminology and functions.
8. Correct English usage, spelling, punctuation, and grammar.
9. Design and produce graphic materials for various web page projects.

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. Exercise good judgment and make sound decisions.
4. Work under pressure and meet deadlines.
5. Accept and manage change and maintain flexibility.
6. Work both independently and as part of a team.
7. Exercise initiative and discretion.
8. Perform multiple tasks concurrently.
9. Work quickly and accurately.
10. Understand and follow oral and written instructions.
11. Communicate clearly and concisely, both orally and in writing.
12. Maintain the mental capacity for effective interaction and communication with others.

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13. 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.
14. 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 equipment.
2. Use of personal computers, both IBM and Macintosh, and associated software.
3. Use of general office equipment.

QUALIFICATIONS

Training and Experience:

Bachelor's Degree in Graphic Arts or closely related field required; one (1) year of professional experience as a commercial or graphic artist required; and experience with web page design and production required; or an equivalent combination of training, education, and professional graphics experience that provides the necessary knowledge, skills and abilities.

Physical Requirements:

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:

LAS VEGAS - CLARK COUNTY LIBRARY DISTRICT

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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.

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