



TITLE	CLASSIFICATION	SALARY GRADE
SENIOR DESIGNER	CLASSIFIED	GRADE: Q
BOARD POLICY REFERENCE: 2013/14 Classification Review		

JOB DESCRIPTION:

Under general supervision, serves as the lead for the strategic content and concept development of the District's visual communication including: broad print and electronic communications for instructional and marketing uses; establishes and maintains professional graphic, brand and identity standards for the District's communications; and perform related work as required.

SCOPE:

The Senior Designer takes projects and campaigns from the initial concept stage and coordinates steps through completion; creates layouts and designs artwork for District's instructional, promotional, development and recruitment publications including, but not limited to, class schedules, college catalogs, printed programs brochures, advertising campaign products; collaborates with the SRJC Foundation and other departments for design, direct marketing and production of materials.

KEY DUTIES AND RESPONSIBILITIES:

Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.

1. Conceives ideas and concepts for District-wide campaigns; designs, produces, collaborates and coordinates multifaceted communication materials in print, and other mediums (including social media) for a variety of instructional, promotional, development, and recruitment projects.
2. Works with senior-level management, project managers and team members to provide recommendations for concept, design, art direction, production and print buying; monitors quality control.
3. Defines design criteria; develops concept and direction maintaining consistent branding, tone and feel; proposes, directs and creates art and photography for events and marketing materials.
4. Performs a variety of graphic design activities, including desktop publishing and layout, production, illustration, and prepress file preparation.
5. Creates and develops media using digital art and photographic techniques.
6. Monitors and tracks production projects to ensure proper and timely completion; works with outside vendors to meet production deadlines.
7. Prepares print and prepress service specifications, purchasing, approvals and quality control.
8. Selects and purchases graphic and photographic supplies.
9. Maintains equipment and supply inventory; maintains accurate files and records.
10. Serves as a consultant to clients regarding the editorial development of projects.
11. Trains, and directs the work of student employees or interns.

EMPLOYMENT STANDARDS

ABILITY TO:

Work with clients to interpret and translate needs and ideas into concepts to develop effective communication materials; maintain current knowledge of emerging design and marketing trends and technologies; guide the design team to plan, coordinate and organize projects and production processes to ensure completion in a timely and cost-effective manner; conceive, plan and create files or artwork; multi-task and work under pressure to meet deadlines; work independently and in a creative team environment; follow and give oral and written directions; maintain cooperative working relationships; demonstrate sensitivity to, and respect for, a diverse population.

KNOWLEDGE OF:

Advanced principles, practices and techniques of digital art, graphic design, layout and illustration; computer equipment, current graphics and standard software programs; principles and techniques of typesetting, color theory, digital printing and photography; printing processes (including four color process), various types of ink, paper stock, and other related supplies desktop publishing equipment and techniques (such as form design and layout techniques).

MINIMUM QUALIFICATIONS:

Candidates/incumbents must meet the minimum qualifications as detailed below, or file for equivalency. Equivalency decisions are made on the basis of a combination of education and experience that would likely provide the required knowledge and abilities. If requesting consideration on the basis of equivalency, an Equivalency Application is required at the time of interest in a position (equivalency decisions are made by Human Resources, in coordination with the department where the vacancy exists, if needed.)

Education:

An Associate's degree or equivalent certification in graphic arts, communications or related field; Bachelor's degree preferred.

Experience:

Extensive graphic design experience, including brand imaging, project coordination, production and design, and desktop publishing.

SPECIAL REQUIREMENTS:

Position requires prolonged video display viewing, keyboarding and extended sitting.