SANTA ROSA JUNIOR COLLEGE

TITLE: Senior Designer

CLASSIFICATION: Classified

SALARY GRADE: C13

SCOPE OF POSITION:

Under general supervision, serves as the lead designer for the strategic graphic content and visual concept development of visual communication campaigns, including broad print and electronic communications for instructional and marketing uses. Establishes and maintains professional graphic, brand, and identity standards for District communications.

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, and coordinates multifaceted communication materials for print and other mediums (including social media) that support a variety of instructional, promotional, development, and recruitment projects.

2. Collaborates with District management, project managers, and team members to provide recommendations for concept, design, art direction, production, and print buying. Monitors quality control of design content.

3. Defines design criteria and develops concept and campaign direction with consistent branding, tone, and style.

4. Performs graphic design activities, including desktop publishing and layout, production, and illustration. Creates and develops media using digital art and photographic techniques.

5. Monitors and tracks production projects to ensure proper and timely completion. Works with external vendors to meet production deadlines.

6. Selects and recommends purchase of photos and illustrations for use in campaigns.

7. Proposes, directs, and creates art and photography for events and marketing materials.

8. Ensures district files are ready for printing and trimming, including proper colors, bleeds, and image quality. Oversees pre-press file preparation for internal and external printing.

9. Advises internal clients regarding the editorial development of projects.

10. Trains and directs the work of student interns, and student and short-term non-continuing employees.

KNOWLEDGE OF:

1. Advanced principles, practices, and techniques of digital art, graphic design, layout, and illustration.

2. Current graphics software programs.

3. Principles and techniques of typesetting, color theory, digital printing, and photography.

4. Printing processes, types of ink, paper stock, and other related supplies.

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KNOWLEDGE OF – Continued

5. Some technical knowledge of basic web accessibility tools and document remediation.

6. Relevant local, state, and federal rules and regulations, programs, policies and procedures.

7. Applicable technology usage, including standard office productivity software and other appropriate technology.

ABILITY TO:

1. Work with clients to interpret and translate needs and ideas into concepts to develop communication materials.

2. Maintain current knowledge of emerging design and marketing trends and technologies.

3. Coordinate projects and production processes to ensure completion in a timely and cost-effective manner.

4. Conceive, plan, and create files or artwork.

5. Collaborate productively and cooperatively with individuals and groups both internally and/or externally.

6. Communicate effectively, both orally and in writing.

7. Exercise appropriate judgement in interactions with others and with work processes.

8. Interact with the public in a helpful, courteous, and professional manner.

9. Demonstrate sensitivity to, and respect for, a diverse population.

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 the supervising administrators, in coordination with the department where the vacancy exists, if needed.)

EDUCATION:

Bachelor's degree in graphic design or a closely related field of study required.

EXPERIENCE:

3+ years of graphic design experience, including brand imaging, project coordination, production and design, and desktop publishing required.

SANTA ROSA JUNIOR COLLEGE COMMITMENT:

All classifications require a commitment to the District's Vision, Mission, Values, Goals and Objectives as articulated in the Strategic Plan.