



**Job Title: Graphic Design Manager**

## **CLASSIFICATION DESCRIPTION**

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**Department: Marketing and Strategic Communications**

**Pay Grade: 111**

**FLSA Status: Exempt**

**Remote Work Eligible: Yes**

### **JOB SUMMARY**

This position plans and coordinates graphic design services for the College. Responsibilities may include: assigning and supervising design work done by the assigned staff; establishing standards and processes for graphic design work; defining customer needs; approving graphic designs for College use; managing, coordinating and producing artwork and graphics for the College-wide graphics function from concept through finished product; and performing the duties of the assigned personnel.

### **DISTINGUISHING CHARACTERISTICS**

Eligible to work remotely.

### **ESSENTIAL JOB FUNCTIONS**

- Creates design and production art by both computer and traditional graphics methods;
- Supervises staff to include: prioritizing and assigning work; conducting performance evaluations; ensuring staff is trained; ensuring that employees follow policies and procedures; maintaining a healthy and safe working environment; and making hiring, termination, and disciplinary recommendations.
- Meets with representatives of departments within the College to establish their graphics needs and define needs into actual projects.
- Develops and implements marketing plans; develops a variety of marketing materials to promote programs and services; and establishes standards and processes for graphic design work.
- Determines layout for advertisements and promotional materials, which includes creating designs and concepts, determining size and arrangement of text and illustrative material, and proofreading and editing materials as necessary.
- Communicates and confers with clients and vendors regarding promotional needs and promotional instructions.
- Maintains a variety of marketing materials, promotional items, communication materials, website themes, and/or other applicable items and records.
- Creates detailed specifications for graphics jobs.
- Prepares computer graphics for conversion to negatives/plates.

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- Proofs/approves art that comes from other sources within the College.
- Assists the Director in establishing marketing campaigns, production processes, and time lines.
- Performs other duties as assigned.

### **MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS**

Associate degree in graphics design or in a related field; five (5) years of related work experience in production art and graphics design including two (2) years in printing related art, desk top publishing, and graphics along with some supervisory experience; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

### **KNOWLEDGE, SKILLS AND ABILITIES**

#### Knowledge of:

- Graphic design techniques and principles;
- Marketing principles and practices;
- Project management principles;
- Proper use of the English language;
- Recordkeeping principles;
- Contract negotiation techniques;
- Photography principles;
- Customer service principles; and
- Computers and related software applications.

#### Skills in:

- Drafting;
- Proofreading;
- Supervising others;
- Organizing;
- Developing and implementing marketing plans;
- Managing and coordinating the preparation and publication of a variety of marketing, promotional, and/or communication materials;
- Preparing clear and concise marketing materials;
- Designing promotional layouts and graphics;
- Maintaining operational records;
- Providing customer service;
- Using a computer and related software applications; and
- Communication, interpersonal skills as applied to interaction with assigned employees, coworkers, supervisor, the general public, etc. sufficient to exchange or convey information and to give and receive work direction.

#### Ability to:

- Demonstrate creativity;
- Design art projects;
- Prioritize and assign work; and
- Manage multiple, simultaneous projects.

### **CERTIFICATION, LICENSE AND SPECIAL REQUIREMENTS**

N/A.

### **PHYSICAL DEMANDS**

This work typically requires the following physical activities to be performed. A complete description of the activities below is available upon request from Human Resources.

(X = Required to perform essential job functions)

Physical Activities		Physical Activities	
Balancing – maintain equilibrium to prevent falling while walking, standing, or crouching.		Pushing – use upper extremities to press against objects with force, or thrust forward, downward, outward.	
Climbing – ascending, descending ladders, stairs, ramps, requires body agility.		Reaching – extending hands or arms in any direction.	<u>X</u>
Crawling – moving about on hands, knees, or hands, feet.		Repetitive Motion – substantial movements of wrists, hands, fingers.	<u>X</u>
Crouching – bending body forward by bending leg, spine.		Speaking – expressing ideas with spoken word, convey detailed, important instructions accurately, concisely.	
Feeling – perceiving attributes of objects by touch with skin, fingertips.	<u>X</u>	Standing – for sustained periods of time.	<u>X</u>
Fingering – picking, pinching, typing, working with fingers rather than hand.		Stooping – bending body downward, forward at waist, with full motion of lower extremities and back.	
Grasping – applying pressure to object with fingers, palm.	<u>X</u>	Talking 1 – expressing ideas by spoken word.	<u>X</u>
Handling – picking, holding, or working with whole hand.		Talking 2 – shouting to be heard above ambient noise.	
Hearing 1 – perceiving sounds at normal speaking levels, receive information.	<u>X</u>	Visual Acuity 1 – prepare, analyze data, transcribing, computer terminal, extensive reading.	<u>X</u>
Hearing 2 – receive detailed information, make discrimination in sound.		Visual Acuity 2 – color, depth perception, field of vision.	<u>X</u>
Kneeling – bending legs at knee to come to rest at knees.		Visual Acuity 3 – determine accuracy, neatness, observe facilities/structures.	
Lifting – raising objects from lower to higher position, moving objects side to side, using upper extremities, back.		Visual Acuity 4 – operate motor vehicles/heavy equipment.	
Mental Acuity – ability to make rational decisions through sound logic, deductive reasoning.		Visual Acuity 5 – close acuity for inspection of small defects, machines, use measurement devices, or fabricate parts.	
Pulling – use upper extremities to exert force, haul or tug.		Walking – on foot to accomplish tasks, long distances, or site to site.	<u>X</u>

## **TYPE OF WORK**

Work performed is primarily:

- Sedentary work*: Exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body.
- Light work*: Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force to move objects.

- Medium work:* Exerting up to 50 pounds of force occasionally, and/or up to 30 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.
- Heavy work:* Exerting up to 100 pounds of force occasionally, and/or up to 50 pounds of force frequently, and/or up to 20 pounds of force constantly to move objects.
- Very heavy work:* Exerting in excess of 100 pounds of force occasionally and/or in excess of 50 pounds of force frequently, and/or in excess of 20 pounds of force constantly to move objects

## **WORK ENVIRONMENT**

May be required to work hours other than the regular schedule including nights and weekends.

Work is performed in a dynamic environment that requires sensitivity to change and responsiveness to changing goals, priorities, and needs.

*To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions described herein. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in a job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in a job description.*

***St. Petersburg College has the right to revise a classification or job description at any time. This description does not represent in any way a contract of employment.***