



Job Title: Graphic Designer

CLASSIFICATION DESCRIPTION

Department: Varied
Pay Grade: 104
FLSA Status: Non-exempt
Remote Work Eligible: Yes

JOB SUMMARY

This position designs communication materials in various formats and media. Responsibilities may include: identifying customer needs; designing layouts, artwork, flyers, websites, forms, etc.; taking photographs; designing logos or similar graphics; developing multimedia presentations; and maintaining records of activities.

DISTINGUISHING CHARACTERISTICS

Eligible to work remotely.

ESSENTIAL JOB FUNCTIONS

- Designs layout for ads and promotional materials, which includes: creating designs; determining size and arrangement of text and illustrative material; updating and enhancing designs; and proofreading and editing materials as necessary.
- Develops graphic designs, logos, multimedia presentations, and related marketing materials.
- Identifies customer needs; designs layouts, artwork, flyers, posters, brochures, rack cards, booklets, t-shirts, forms, stationery, multimedia presentation art pieces, etc.
- Prepares diplomas, certificates, brochures and mailers with dynamic variables, such as names and addresses; utilizes application skills for dynamic variable applications for mailers, such as XMPie uCreate Print.
- Creates module banners for online courses.
- Creates graphics for PowerPoint presentations and videos.
- Adjusts designs to meet printer/printing staff specifications; converts some of those designs for online with interactive links or fill-able forms.
- Researches various types of graphic technology and implements them.
- Files electronic design projects to College archive graphics server for future updates and other SPC designers to access.
- Collaborates with program administrators, instructional design specialists, and faculty in instructional design; researches new tools for adaptive learning; and aids in creating learning activities and content for online classes.
- Prepares and maintains a variety of operational records and files.

Prepared: February 2023

- Performs other duties as assigned.

MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS

Associate degree in graphic design; three (3) years of related work experience in graphic design; 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;
- Document design and layout principles;
- Promotional methods;
- Photography principles;
- Customer service principles;
- English language, grammar, and punctuation;
- Recordkeeping principles; and
- Computers and related software applications.

Skills in:

- Communicating, both verbally and in writing;
- Designing promotional layouts and graphics;
- Editing and proofreading;
- Maintaining operational records;
- Using a computer and related software applications; and
- Communication, interpersonal skills as applied to interaction with assigned workers, coworkers, supervisor, the general public, etc. sufficient to exchange or convey information and to give and receive work direction.

Ability to:

- Express creativity;
- Prioritize work; and
- Demonstrate creativity.

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.	<u>X</u>	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.	<u>X</u>
Feeling – perceiving attributes of objects by touch with skin, fingertips.	<u>X</u>	Standing – for sustained periods of time.	
Fingering – picking, pinching, typing, working with fingers rather than hand.	<u>X</u>	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.	<u>X</u>	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.	<u>X</u>
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.	<u>X</u>	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.