



FEBRUARY 2013
FLSA: NON-EXEMPT

GRAPHICS COORDINATOR

This class specification indicates, in general terms, the type and level of work performed as well as the responsibilities of employees in this classification. The job functions described are not to be interpreted as being all-inclusive to any specific employee.

DEFINITION

Under general supervision or direction, coordinates the development and production of a wide variety of visual communication, graphic design, and print production materials for District staff including brochures, flyers, posters, displays, annual reports, and presentations; implements program goals and objectives; and performs a variety of administrative tasks in support of assigned area of responsibility.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision or direction from assigned supervisory or management staff. Exercises no supervision over staff.

CLASS CHARACTERISTICS

This is the full journey level class in the Graphics Coordinator series performing the full range of duties including development of various visual media and public information materials. Positions at this level are distinguished from the Graphics Coordinator I by the performance of the full range of duties as assigned, working independently, and exercising judgment and initiative. Positions at this level receive only occasional instruction or assistance as new or unusual situations arise, and are fully aware of the operating procedures and policies of the work unit. Work is normally reviewed at critical points of assigned projects for soundness of technical judgment and to determine if desired overall objectives have been achieved. Positions in this class series are flexibly staffed and are generally filled by advancement from the "I" level, or when filled from the outside, require prior experience. Advancement to the "II" level is based on management judgment and/or certification or testing that validates the performance of the full range of job duties.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS

The following essential job functions are typical for this classification. Incumbents may not perform all of the listed job functions and/or may be required to perform additional or different job functions from those set forth below to address business needs and changing business practices.

- Designs and/or assists in the development and production of a wide variety of printed and visual media materials including brochures, flyers, posters, presentations, displays, annual reports, and promotional pieces; oversees and coordinates projects that are outsourced.

- Works closely with all levels of District staff in all departments including the General Manager, copywriter, outside consultants, and vendors.
- Utilizes a wide variety of graphic software, graphic techniques, desktop publishing techniques, production equipment, and supplies to prepare and/or design layouts and produce graphic materials; determines composition, views, and perspective necessary for functional and aesthetic presentation.
- Works with project coordinators to define specifications and layout requirements; recommends creative alternatives to convey the desired effect; selects appropriate techniques; develops job schedules for review and revision of materials; establishes budget parameters; interfaces with project coordinators at critical steps of the project for review and revisions.
- Creates graphic materials for internal and external audiences, including the public, Board of Directors, District staff, and regulators.
- Works with outside vendors as needed to ensure project work meets specifications and established schedules and budgets.
- Researches, evaluates, and recommends the purchase of new graphic communication hardware and software; assists in preparing proposals for the purchase of new equipment; coordinates the installation of new equipment with the Information Technology Department.
- Maintains awareness of new developments in the field of graphics technology; incorporates new developments as appropriate into programs.
- Assists in posting content to internal and external websites and social media sites.
- Provides innovative website ideas and assists with updates.
- Performs related duties as required.

QUALIFICATIONS

Knowledge of:

- Basic operations, services, and activities of visual communication, graphic design, and print production.
- Standard graphic industry software, including Adobe Creative Suite, Photoshop, Illustrator, and In Design.
- Methods and techniques used in the development of graphic presentations, drawings, and photo editing.
- Application of electronic color theory.
- Operational characteristics of desktop publishing operating systems.
- Methods and techniques of desktop publishing for internal and external distribution.
- Operational characteristics of desktop publishing and graphics materials and tools used in area of assignment.
- Principles and practices of graphic communication program development and implementation.
- Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
- Recent and on-going developments, current literature, and sources of information related to the operations of the assigned programs.
- Basic principles and practices of budget preparation and administration.
- Principles of business letter writing and basic report preparation.
- Modern office practices, methods, and computer equipment and applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and District staff.

Ability to:

- Perform a variety of routine to complex duties in support of the development and production of a variety of visual communication, graphic design, and print production materials.
- Coordinate and direct graphic communication programs.
- Recommend and implement goals and objectives for providing graphic communication media.

- Develop visual medial including graphics, reports, displays, charts, handouts, and posters for presentation and distribution by District staff.
- Import and export graphics and data for development of charts and graphs.
- Provide graphic software and hardware support and training to District staff.
- Perform desktop publishing functions utilizing applicable computer software and graphics materials.
- Work with vendors in the development of various graphic materials and preparation of files for offset printing.
- Work cooperatively with other departments, District management, and outside agencies.
- Interpret, apply, explain, and ensure compliance with Federal, State, and local policies, procedures, laws, rules, and regulations.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy and legal guidelines.
- Establish, maintain, and foster positive and harmonious working relationships with those contacted in the course of work.

Employment Standards:

Any combination of education and experience that provides the required knowledge, skills, and abilities may be qualifying as determined by OCSD.

1. High school diploma or equivalent supplemented by specialized training in graphic design, visual communication, or a related field; AND
2. Three (3) years of increasingly responsible experience in the development of graphic materials for visual communication.

Licenses and Certifications:

- None

Disaster Service Workers:

All Orange County Sanitation District employees are designated Disaster Service Workers through state law (California Government Code Section 3100-3109). Employment with the Orange County Sanitation District requires the affirmation of a loyalty oath to this effect. Employees are required to complete all related training as assigned, and to return to work as ordered in the event of an emergency.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing in and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Positions in this classification frequently lift and carry reports and records that typically weigh less than 25 pounds.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.