



JULY 2019
FLSA: NON-EXEMPT

GRAPHICS DESIGNER

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, 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 from the assigned supervisory and/or managerial staff. Exercises no direct supervision over staff. May provide guidance and training to less experienced staff.

CLASS CHARACTERISTICS

This classification is a stand-alone class and not part of a job series. Incumbents perform the full range of duties including development of various visual media and public information materials, sourcing and researching vendors, interfacing with project coordinators and works 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.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS (Illustrative Only)

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.

- Develops, designs and produces a wide variety of printed and visual media materials including newsletters, brochures, flyers, posters, presentations, displays, annual reports, and promotional pieces; oversees and coordinates projects that are outsourced.
- Ensures established safety precautions are adhered to, corrects unsafe work conditions/practices, and/or reports unsafe work conditions/practices to assigned supervisory or managerial staff.
- Responsible for the cataloging and managing of District photographs and other graphic assets.

- Works closely with all levels of District staff in all departments; oversees outside consultants and vendors.
- Creates the brand design for the District and specific program-related campaigns; prepares specifications for brand colors and typography for District brand and various programs.
- Consults on environmental design and interior design elements; rebrands various District spaces with graphics, paint, furniture, furnishings, and signage as assigned.
- 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.
- Prepares and presents design concepts for management input.
- 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.
- Photographs and purchases stock photography for use in design.
- 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 Division.
- Maintains awareness of new developments in the field of graphics technology; incorporates new developments as appropriate into programs.
- Provides art direction for website and social media site content and design; provides innovative website ideas.
- Assists with the organization, preparation, and execution of events, including employee activities and public events.
- Mentors and coaches student interns, temporary workers, and contractors assigned to the graphics function; provides general oversight and direction on work related to design products.
- Performs related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Basic operations, services and activities of visual communication; concepts and principles of graphic design, and print production.
- Standard graphic industry software, including Adobe Creative Suite, Photoshop, Illustrator and InDesign.
- Methods and techniques used in the development of graphic presentations, drawings and photo editing.
- Basic principles and practices of project management.
- Intermediate illustration and photography skills and/or understanding thereof.
- Application of color theory and typography 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.
- Application of interior design principles.
- 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, including word processing, database, and spreadsheet applications.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Principles and practices of customer service and techniques for effectively communicating 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.
- Prepare and present design concepts for management input.
- Recommend and implement goals and objectives for providing graphic communication media.
- Establish and ensure alignment with design and brand standards.
- Develop visual media including graphics, reports, displays, charts, handouts, and posters for presentation and distribution by District staff, temporary workers, and contractors.
- 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 to coordinate projects and meet client needs.
- 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.
- Effectively communicate in person, over the telephone and in writing.
- Utilize a computer, relevant software applications and/or other equipment.
- Operate a motor vehicle to travel to various District sites, projects and/or meetings.
- Work independently in the absence of supervision.
- Provide graphics oversight and technical/ functional guidance to less experienced staff.
- Adhere to safe work practices and procedures in the workplace.
- Use tact, initiative, prudence, and independent judgment within general policy and legal guidelines.
- Establish, maintain, and foster positive and effective 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. Associate's degree from a college or university accredited by the U.S. Department of Education, with major coursework in graphic design, visual communication, or a related field; AND
2. Five (5) years of work experience in the development of graphic materials for visual communication.

Licenses and/or Certifications:

- Valid California Class C Driver's License.

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; ability to travel to various District sites, projects and/or meetings; 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 up to 10 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.