

SCHOOL DISTRICT OF SARASOTA COUNTY

JOB DESCRIPTION

GRAPHIC DESIGNER

SALARY SCHEDULE: SSP-11

COST CENTER: District-wide

QUALIFICATIONS:

- (1) High School Diploma or equivalent.
- (2) Minimum of two (2) years of college level coursework in graphic design related subjects or minimum of two (2) years of production experience or equivalent work experience in the field.

KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge of all industry standard software used in Graphic Arts and office applications (InDesign, Photoshop, Illustrator, After Effects, Microsoft Publishing, Word, Power Point, etc.) and newer versions as released. Working knowledge of Premier Pro, Powtoons (or comparable animation software) is very beneficial. Must be artistic and able to create design layouts for various projects, using manual, electronic and photographic skills. Knowledge of web design. Successful experience in customer relations and office procedures. Experience and skill in all phases of project coordination, production and archiving. Thorough knowledge of printing, machinery equipment, prepress and typographical language. Demonstrated ability to work with diverse groups, and to effectively communicate, both orally and in writing. Ability to produce professional-quality materials for print and electronic distribution. Ability to establish and maintain a positive working relationship with others. Ability to effectively interface with supervisor, contractors, vendors and all other department employees and school personnel.

REPORTS TO:

Director or designee

JOB GOAL

To efficiently and effectively create a variety of design solutions with high visual impact, develop creative ideas and concepts, and choose the appropriate media and style that enhance the effectiveness of projects and supports the overall branding and marketing efforts for Sarasota County Schools.

SUPERVISES:

N/A

PERFORMANCE RESPONSIBILITIES:

- * (1) Produces design layouts and renderings utilizing current digital technology and artistic skills.
- * (2) Produces artwork for separations and offset production.
- * (3) Conducts periodic on-site photography of students and school related images.
- * (4) Attends conventions and meetings as needed. Continues education and training to master newest technology.
- * (5) Create lower thirds, title pages and other themed graphics elements for electronic media.
- * (6) Coordinates and maintains the continuity of the workflow through the prepress area to ensure timely and quality response to all user needs; sets priorities; coordinates prepress production; verifies quality of work and evaluates performance.

GRAPHIC DESIGNER (Continued)

- * (7) Produces camera-ready forms utilizing computer technology.
- * (8) Keep well informed about current trends and best practices in areas of responsibility.
- * (9) Utilize appropriate strategies and problem-solving tools to make decisions concerning planning, delivering services, and evaluation of services provided.
- * (10) Maintain a courteous and professional manner.
- * (11) Maintain work area in a safe and secure manner.
- * (12) Use positive, effective interpersonal communication skills.
- * (13) Adhere to high standards of punctuality, regular attendance and appropriate dress.
- * (14) Participate in workshops and training to update skills.
- * (15) Follow department policies and procedures.
- * (16) Keep supervisor informed of potential problems or unusual events.
- * (17) Respond to inquiries and concerns in a timely manner.
- * (18) Prepare all required reports and maintain all appropriate records.
- * (19) Follow all School Board policies and department policies and procedures.
- * (20) Exhibit interpersonal skills to work as an effective team member.
- * (21) Demonstrate support for the School District and its goals and priorities.
- * (22) Sustained focus and attention to detail for extended periods of time.
- (23) Perform other incidental tasks consistent with the goals and objectives of this position.

PHYSICAL REQUIREMENTS:

Medium Work: Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently and/or up to 10 pounds of force as needed to move objects.

TERMS OF EMPLOYMENT:

Salary and benefits shall be paid consistent with the District's approved compensation plan.
Length of the work year and hours of employment shall be those established by the District.

EVALUATION:

Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.

Job Description Supplement No. 12

*Essential Performance Responsibilities

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