

July 2013

SANTA BARBARA COMMUNITY COLLEGE DISTRICT

CLASSIFICATION: CLASSIFIED

CLASS TITLE: GRAPHIC DESIGNER

SALARY TABLE: 29

SALARY RANGE: 34

BASIC FUNCTION:

Under the direction of the Director-Marketing & Publications, supervise and develop creative design for print and online delivery for the College and its departments; direct and develop final visual image that communicates the College's marketing objectives to increase student enrollment and increase SBCC brand identity.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

Provide art direction and assist with strategic planning, development and implementation of advertising campaigns and marketing public relations strategies.

Create a variety of marketing and advertising concepts, designs and solutions; utilize judgment to plan and accomplish goals; oversee and collaborate projects with others.

Perform a variety of graphic arts activities involved in the design, layout, typesetting and production of brochures, display ads, newsletters, posters, mailings, school catalogs, schedules, and other advertising campaign, marketing and informational materials for printing and online distribution.

Operate designated computer systems, specialized software and peripheral equipment to create a variety of graphic designs and layouts; utilize artistic, photographic, graphic, offset printing and desktop publishing techniques; operate digital and traditional cameras.

Create, plan, develop and layout text, color and art work; select type style and size, fonts, spacing of letters and text lines, placement, and size and type of photos and art work to be used.

Enter text and graphic elements using a keyboard, scanned materials and data files; format and arrange data; reduce or enlarge documents as necessary.

Establish and maintain automated records and files; archive and maintain digital images and files; integrate automated databases and files as needed; research graphic design software and applications for use in the enhancement of marketing and public relations functions.

Communicate with personnel and various outside agencies and vendors to exchange information and resolve issues or concerns.

Attend and participate in various meetings.

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OTHER DUTIES:

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Methods, practices, terminology, equipment and procedures used in the design of graphic arts and production of printed materials and internet documents.

Page layout and graphic arts design techniques and procedures.

Computers and graphics software applications used by the College District.

Operation of peripheral devices, cameras and related equipment.

Single-color and multi-color offset and web press operations and file preparation.

Paper selections and ink, varnishes and coatings of printing material.

Marketing, advertising and public relations practices and techniques.

Operation of a computer, keyboard, mouse and assigned software.

Oral and written communication skills.

Interpersonal skills using tact, patience and courtesy.

Correct English usage, grammar, spelling, punctuation and vocabulary.

Record storage and retrieval systems.

ABILITY TO:

Perform a variety of graphic arts activities involved in the design, layout, typesetting and production of brochures, display ads, newsletters, posters, mailings, school catalogs, schedules, and other advertising campaign, marketing and informational materials for printing and internet distribution.

Operate designated computer systems, specialized software and peripheral equipment to create a variety of graphic designs and layouts.

Provide skilled graphic art services utilizing a wide variety of artistic, photographic, graphic, offset printing and desktop publishing techniques.

Create, plan, develop and layout text, color and art work.

Assist in the planning, development and implementation of advertising campaigns and marketing and public relations strategies

Maintain current knowledge of technological advances in the field.

Plan and organize work.

Meet schedules and time lines.

Understand and follow oral and written instructions.

Communicate effectively both orally and in writing.

Establish and maintain cooperative and effective working relationships with others.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: bachelor's degree in marketing, public relations or related field and three years increasingly responsible experience in the marketing, art direction, design, layout, typesetting and production of advertising and marketing materials for print and online delivery.

WORKING CONDITIONS:

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ENVIRONMENT:

Office environment.

PHYSICAL DEMANDS:

Dexterity of hands and fingers to operate a computer keyboard.

Seeing to view a computer monitor and read a variety of materials.

Hearing and speaking to exchange information.

Sitting for extended periods of time.