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| **GRAPHIC DESIGN COORDINATOR** | | | |
| **Reports to:** | Director, Public & Government Relations, Marketing & Communications | | |
| **Dept:** | Public & Government Relations, Marketing & Communications | **Range:** | 28 |
| **FLSA:** | Nonexempt/Extended Day | **EEO:** | Professional/Nonfaculty |

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed by individual positions.*

### BASIC FUNCTION:

Under general supervision, develop, design and coordinate production of a variety of publica­tions including the college catalog and class schedules; produce graphic artwork for printed and electronic communications including the college website; provide strategic, creative design and photography concepts; develop and implement projects through graphic, photographic and written media; participate in developing materials to promote various district programs and services; provide assistance to the Director as needed; and perform related duties as assigned.

### ESSENTIAL DUTIES & RESPONSIBILITIES:

*The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.*

1. Design and coordinate the production and printing of class schedules and the college catalog; compile, organize and coordinate input from a wide variety of sources to produce publications for the district; edit and proofread copy; design and illustrate one-, two- and four-color publications; take digital photos; select paper stock and ink colors; establish effective timelines with printers.
2. Work with marketing and communications staff, district faculty and other staff to research, develop, design and direct the production of materials including news­letters, programs, brochures, flyers, advertisements and components of district-wide information systems to use in recruiting students/staff and in promoting district programs and events.
3. Research, develop and write creative strategy and design collateral for a wide variety of electronic and print marketing materials such as websites, videos, social media, class schedules, brochures, newsletters, magazines, icons, logos, illustrations, advertisements, PowerPoint presentations and other related marketing, e-marketing and informational materials.
4. Use Adobe Creative Suite software to create, design, lay out and produce electronic and print marketing materials; utilize current design and technology trends to recommend the most effective style, technique and medium for production within budget and time constraints.
5. Collaborate with marketing and communications staff, faculty and other district staff on projects and create production timelines.
6. Create print-ready files for external prepress production and web-ready files for online dissemination; prepare RFQs for projects and facilitate printing requests to ensure quality, timeliness and cost-effective printing; review and sign off on printer proofs.
7. Take photographs at various district functions and events, including meetings, tours, presentations, exhibits and performances; photograph administrators, faculty, staff and students; shoot and direct custom photography for use in electronic and print marketing materials; maintain comprehensive, searchable photo archive.
8. Interview, recommend for hire, schedule, train, provide work direction and evaluate the work of freelance photographers.
9. Design and prepare graphics, illustrations and written materials for printed and electronic publication and other district uses, such as campus signs and computer networks.
10. Develop specifications and coordinate with Purchasing and Material Management for district printing and publishing bids for class schedules and the college catalog.

### OTHER DUTIES:

1. Create, shoot and edit video segments for Office of the President and for use on the in-house television network, social media sites and on the web.
2. Confer with district personnel and committees; act as liaison between off-campus printers and the district.
3. Develop and publish institutional web pages for presentation to the district and the public.
4. Provide technical expertise and advice to faculty, staff and administrators concerning graphics work requests; clarify information, formats and design possibilities.
5. Perform related duties as assigned.

### KNOWLEDGE AND ABILITIES:

### KNOWLEDGE OF:

1. District organization, operations, policies and objectives.
2. Industry standard graphic design software including page layout, photo manipulation and enhancement, vector illustration, web page layout, word processing and spreadsheet programs.
3. Principles of marketing and advertising design.
4. Methods, practices, terminology and procedures used in print design and preparation of files for a variety of print processes.
5. Type fonts/families; colors, inks and paper stock used in printing.
6. Appropriate electronic design tools.
7. Artistic sensibility mixed with technical skills.
8. Digital cameras and photographic techniques.
9. Website architecture, HTML, HTML editors, web publishing procedures.
10. Written and oral communication skills including correct English usage, grammar, spell­ing, punctuation and vocabulary.
11. Modern office practices, procedures and equipment.
12. Recordkeeping techniques.
13. Interpersonal skills using tact, patience and courtesy.
14. Safety policies and safe work practices applicable to the work.

### ABILITY TO:

1. Learn to interpret, apply and explain rules, regulations, policies and procedures and apply them in a variety of procedural situations.
2. Understand and follow oral and written directions.
3. Operate a variety of office equipment, including a computer and appropriate software.
4. Estimate costs and analyze cost effectiveness of pieces prior to production.
5. Set up and meet schedules and timelines.
6. Communicate effectively both orally and in writing.
7. Work independently with little direction.
8. Maintain records and prepare reports.
9. Demonstrate sensitivity to and understanding of diverse academic, socioeconomic, cultural, ethnic and disability issues.
10. Establish and maintain effective working relationships with all those encountered in the course of work.

### EDUCATION AND EXPERIENCE:

Graduation from an accredited, four-year college or university with a degree in art, communica­tions, graphic arts or a related field, and two years of related work experience; or an equivalent combination of training and experience. Experience in a public agency is preferred.

### LICENSES AND OTHER REQUIREMENTS:

A valid California driver’s license and the ability to maintain insurability under the district’s vehicle insurance program.

**WORK DIRECTION, LEAD AND SUPERVISORY RESPONSIBILITIES:**

Student workers and temporary/freelance staff.

**CONTACTS:**

District administrators, faculty, staff, students, other college and community organizations, vendors, contractors and the general public.

**PHYSICAL EFFORT:**

*The physical efforts described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Primarily sedentary with intermittent standing, walking, bending and stooping; occasional light lifting and carrying of objects weighing up to 25 pounds; ability to travel to a variety of locations on and off campus as needed to conduct district business.

**EMOTIONAL EFFORT:**

Ability to develop and maintain effective working relationships involving interactions and com­munications personally, by phone and in writing with a variety of individuals and/or groups from diverse backgrounds on a regular, ongoing basis; ability to work effectively under pressure on a variety of tasks concurrently while meeting established deadlines and changing priorities.

**WORKING CONDITIONS:**

Primarily business office environment; subject to frequent public contact and inter­ruption; inter­mittent exposure to individuals acting in a disagreeable fashion; may work at any district location or authorized facility with occasional evenings and/or weekends on an as-needed basis. Occa­sional local travel may be requested.