

DEFINITION:

Under general supervision, perform skilled professional work in creating illustrative marketing materials for use in a variety of displays and projects.

EXAMPLES OF DUTIES:

NOTE: The following are the duties performed by employees in this classification. However, employees may perform other related duties. Not all duties listed are necessarily performed by each individual in the classification.

1. Prepare sketches, graphs, charts, posters, diagrams, final drawings, exhibits, and other graphic illustrations.

Measures: Deadlines are met, customers satisfied, and projects are completed within budgeted resources.

2. Plan brochure, newsletter, flyer, and logo layouts, including size and face of type, paper stock, and relationships of inks and colors.

Measures: Designs are creative, original and well thought out. The method of reproducing design is carefully planned to avoid errors.

3. Confer with staff members to gain an understanding of the basic nature of the information to be presented.

Measures: Communicates effectively with customers.

4. Recommend design, color, and graphics in accordance with expense limitations.

Measures: Projects are designed and completed within expense limitations.

5. Maintain computer, printer, software, and diskettes in good working order. Perform regular backup of data.

Measures: Computer equipment and materials are cleaned and inspected on a regular basis. Problems are resolved promptly and regular system backups are performed to avoid loss of data.

6. Perform other related duties as assigned.

QUALIFICATIONS:

Knowledge of:

Knowledge of editing principles and practices such as margins, stepping, bleeds, paper, and crop marks; methods, facilities, and equipment used in the production of publications; personal computers, printers, and various desktop publishing software; graphics methods; typography; newswriting practices; English, grammar, and sentence structure; and typewriter keyboard.

Ability to:

Interact effectively with the public and employees; write clearly and concisely; communicate effectively orally and in writing; prepare flyers, brochures, and publications; operate a personal computer and printers; produce publications using effective graphic skills and equipment; organize and maintain computer files; operate various office machines; and meet deadlines.

Education:

Any combination of training and experience that provides the required knowledge, skills, and abilities is qualifying; typical education would include a high school diploma or equivalent.

Experience:

Typical experience would include two years of relevant experience or two years of coursework in a related field.