State College of Florida, Manatee-Sarasota

Job Description

Job Title: Lead Graphic Artist

Reports to: Director of Public Affairs and Marketing
FLSA Status: Non-exempt
Level: 116
Position Class: C9956

Job Summary:
Designs and produces art and copy layouts for material to be presented by visual communications media such as advertisements, flyers, posters, catalogs, schedules, handbooks, logos, and other promotional materials in a variety of formats, including print and electronic.

NOTE: Job descriptions and essential functions are subject to change due to advances in technology, utilization of work force, and other factors which may impact the College’s need to modify position requirements.

Essential Duties and Responsibilities:
The following listing of essential job duties indicates the general nature and level of work required in this job. This is not designed to be a comprehensive listing of all the activities, duties, or responsibilities that may be required in this job. Individuals assigned to this job may be asked to perform other duties as required. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities of the job. Applicants may be asked to demonstrate any or all of the following duties:

1. Consults and brainstorms with various “customers” to envision project concept and scope and suggest designs and finished products to accomplish goal.

2. Prepares illustrations or rough sketches of design concepts for approval and/or printing. Chooses and edits photography.

3. Considers and recommends appropriate ink, paper stock, film, resolution and printer and/or service bureau.


5. Stays abreast of fast-emerging developments in field and informs director about training and equipment and software necessary to produce work consistent with industry standards.

6. Assists director in preparation and maintenance of departmental budget.

7. Works to tight deadlines with varying hours to complete projects within required time frames.
Job Qualifications:
The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Education/Experience:**
  Bachelor's degree from four-year college or university and two or more years related experience and/or training; or equivalent combination of education and experience.

- **Supervisory Experience:**
  One or more years of experience as a “lead” employee, with responsibility for scheduling and assigning work, training new employees, and assisting others with problems as required.

- **Language Ability:**
  Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of organization.

- **Math Ability:**
  Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs. Ability to apply concepts of basic algebra and geometry.

- **Reasoning Ability:**
  Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram/chart, or schedule form.

- **Computer Skills:**
  To perform this job successfully, an individual should have advanced knowledge of current graphics software, basic knowledge of word processing and Internet software. Must be proficient in use of college e-mail, Internet and other college-required software. Must stay abreast of current technology to meet industry standards.

- **Certificates and Licenses:**
  No certifications needed.

Responsibility for People and Property:
This position is responsible for graphic arts equipment and supplies.

Responsibility for Communication:
- **Internal Contacts**
  This position has routine contact with State College of Florida, Manatee-Sarasota staff and frequent contact with administrators.

- **External Contacts**
  This position has routine contact with ad representatives, printers and service bureaus. Also, coordinates with photographers and collaborates with other educational institutions frequently.
**Work Environment:**
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally exposed to fumes, toxic chemicals or airborne particles.

The noise level in the work environment is usually quiet.

**Physical Demands:**
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use manual dexterity. The employee is frequently required to sit and talk or hear. The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color and ability to adjust focus.

**General Performance Standards and Expectations:**
In addition to satisfactory performance on all of the essential job duties and responsibilities for this job, all State College of Florida, Manatee-Sarasota employees must fulfill the following basic performance expectations:

1. Knowledge of the college’s mission, purpose, and goals.
2. Customer Service: All State College of Florida, Manatee-Sarasota employees will strive to provide outstanding customer service to everyone they serve including students, the community, and fellow employees.
3. Grooming and Appearance: State College of Florida, Manatee-Sarasota employees are expected to maintain a neat and professional image at all times. When issued, College personnel must wear uniforms, and maintain a neat, clean, and well-groomed appearance.
4. Safety Awareness: State College of Florida, Manatee-Sarasota employees are expected to work diligently to maintain safe and healthful working conditions, and to adhere to proper operating practices and procedures designed to prevent injuries. Employees are required to wear personal protective equipment as provided.
5. Attendance Standards: State College of Florida, Manatee-Sarasota employees are expected to attend their work assignments and schedules at all times, in accordance with College Rules and Procedures.
6. Training: State College of Florida, Manatee-Sarasota employees are expected to attend College-provided training sessions and meetings when deemed necessary.
7. Continuous Improvement: State College of Florida, Manatee-Sarasota employees are expected to give attention to continuous assessment and improvement of the position’s assigned set of duties and responsibilities.
**Approvals:**
This job description has been reviewed and approved by the leaders whose signatures appear below.

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