State College of Florida, Manatee-Sarasota
Job Description

Job Title: Lead Graphic Artist
Reports to: Director, Communications and Marketing
FLSA Status: Non-exempt
Level: 117
Position Class: C9956

Job Summary:
Initiates, develops, designs and manages effective design solutions for all customer materials, SCF brands (FTIC, CTE, CCD), platforms (SCF.edu, MYSCF Mobile) and initiatives at an advanced level.

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. Collaborates with Director and other stakeholders to determine and define the scope and objectives of assigned marketing campaigns.

2. Oversees assigned project production from beginning to end, incorporating campaign elements (copywriting, photography, design, layout, etc.) to successfully communicate message to target audience, in alignment with established objectives.

3. Reviews and approves graphic artist production files prior to submission to stakeholders or external vendors.

4. Collaborates closely with Director to establish guidelines and graphic standards related to the brand, and incorporate those guidelines and standards throughout the execution of assigned projects.

5. Designs print and digital media as part of a complete marketing campaign, including but not limited to; product fact sheets, folders, advertisements, newsletter layouts, posters, training material, presentations, invitations, graphics, logos, etc.

6. Directs the revisions and changes to project material in collaboration with Director and stakeholder.

7. Responsible for coordinating the workflow of the graphics interns as requested. Monitor
timely completion of work and complete evaluation.

8. Completes projects in accordance with time constraints and deadlines. Assist in coordinating production deadlines, including liaison efforts with external vendors.

9. Logs all assigned tasks in the production log.

10. Follows through with clients and outside vendors as required. Keep Director updated on project status as needed. Follow up on customer issues or questions as needed.

11. Remains current in new graphic design trends, including hardware and software advances. Evaluate new techniques and recommend alternatives to improve materials, to maximize impact and remain cost competitive.

12. Assists with hardware and technical support.

13. Manages and maintains printers to ensure high quality prints within budgetary and equipment constraints.

14. Ensures proper handling of electronic images of layouts.

15. Cross-application assistance with team members for complex/special projects.

16. Performs other duties as assigned.

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. **Service Excellence:** All State College of Florida, Manatee-Sarasota employees will strive to provide outstanding service excellence to everyone they serve including students, the community, and fellow employees in accordance with Pride in Excellence standards as listed:

   **RESPECTFUL**
   - Act in a courteous manner
   - Actively listen to gain full understanding
   - Demonstrate awareness of “everything speaks”
   - Show empathy and caring

   **RESPONSIVE**
   - Approach people in an inviting and pleasing manner
   - Take ownership of actions and decisions
   - Plan, anticipate, and be forward thinking
   - Answer and return phone calls and emails
   - Use proper communication etiquette
   - Banish the phrase “not my job”
   - Provide assistance to all inquiries and follow through

   **ACCURATE**
   - Do it right the first time
   - Be knowledgeable of product and how it interfaces with others
   - Ask probing questions
   - Use resources effectively and efficiently

   **COLLABORATIVE**
   - Participate in teams
   - Develop team skill sets
   - Learn available resources to be responsive to your constituents
   - Develop internal and/or external connections

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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<tr>
<th>Title</th>
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<td>Preparing Manager</td>
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