JOB DESCRIPTION

JOB TITLE: Graphic Artist
DEPARTMENT: Communications & Marketing
REPORTS TO: Communications & Marketing Manager
FLSA: Ex/Non-Ex
GRADE: E1/NE6
DATE: July 13, 2017

SUMMARY OF JOB PURPOSE:
Responsible for providing professional services related to the design and creation of communications and marketing materials for print and digital media to support Library programs and services.

ESSENTIAL FUNCTIONS:
This class specification lists the major duties and requirements of the job and is not all-inclusive. Incumbent(s) may be expected to perform job-related duties other than those contained in this document and may be required to have specific job-related knowledge and skills.

- Creates promotional material to include design and printing of posters, website graphics, digital posters for TVs, lobby displays and social media.
- Designs and prints brochures, bibliographies, bookmarks, labels and instruction guides.
- Performs layout of quarterly library newsletter and staff newsletter.
- Creates logos, advertising, premiums/giveaways, T-Shirts and other designs.
- Creates and designs display boards and handouts for internal use at community events.
- Maintains inventory of graphic supplies; submits orders as required.
- Updates website carousel and front-page events; serves as backup website administrator.
- Performs photography functions as required.
- Develops themes and designs for parades and festivals.
- Provides graphic support to Friends and Library Foundation as required.
- Consults with staff to determine their requirements for the creation of brochures, posters, reports, publications, illustrations, brochures, visual aids, and other graphic and text representations.
- Obtains price quotations and delivery information from outside printing and graphic vendors; follows-up to ensure timeliness and quality of finished products.
- Maintains logs and records of work performed.
- Contributes to the efficiency and effectiveness of the library's service to its patrons by offering suggestions and directing or participating as an active member of a team.
- Represents the organization with dignity, integrity, and a spirit of cooperation in all relationships with staff and the public.
- Ability to drive the library van for events or programs.
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QUALIFICATIONS:
To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Education and Experience:
Bachelor's Degree in Graphic Design, Art or a related field; AND three (3) years of professional experience in conventional and computerized graphic design, desktop publishing and similar graphic presentation work; OR an equivalent combination of education and experience.

Required Knowledge and Skills
Knowledge of:
- Principles, practices, materials and techniques of conventional and computerized graphic design and production.
- Hardware and software used in the graphic design and desktop publishing process.
- Printing techniques and materials, including appropriate use of papers, colors and production methods.
- Graphic media techniques including slides, photographic and video production.
- Computer applications related to the work; standard office practices and procedures, including filing and the operation of standard office equipment.
- Knowledge of website content management systems.
- Correct business English, including spelling, grammar and punctuation.
- Techniques for working with staff, vendors and others.
- Principles and techniques of preparing effective written informational or educational materials.
- Techniques for working with a variety of individuals from various socioeconomic, ethnic and cultural backgrounds.

Skill in:
- Designing and producing effective print and graphic materials for a variety of informational and educational uses.
- Estimating material and production costs for graphic and printing projects.
- Using computer-aided graphics and desk-top publishing hardware and software.
- Working without close supervision in standard work situations.
- Using initiative and independent judgment within established procedural guidelines.
- Organizing own work, setting priorities and meeting critical deadlines.
- Working with a variety of individuals.
- Contributing effectively to the accomplishment of team or work unit goals, objectives and activities.
- Proofing various graphic and written materials.
- Preparing clear and concise brochures, reports, correspondence and other written materials.
- Maintaining accurate records of work performed.

This job description indicates, in general, the nature and levels of work, knowledge, skills, abilities and other essential functions (as covered under the Americans with Disabilities Act) expected of the incumbent. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the incumbent. Incumbent may be asked to perform other duties as required.
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REQUIRED CERTIFICATES, LICENSES, AND REGISTRATIONS:
Continued employment is contingent upon all required licenses and certificates being maintained in active status without suspension or revocation.
- Valid IL Driver’s License

SUPERVISORY RESPONSIBILITY:
- None

PHYSICAL DEMANDS & WORKING ENVIRONMENT:
The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Mobility to work in an office setting, use standard office equipment and stamina to sit, stand and walk for extended periods of time; strength to lift and carry up to 50 pounds and push carts that weigh up to 100 pounds; agility to bend, reach and climb; vision to read printed materials and computer screens; and hearing and speech to communicate in person or over the telephone.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

SIGNATURES:

This job description has been approved by:

Manager ____________________________________________

HR ________________________________________________

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee_________________________________________ Date________________________