

## GRAPHICS SPECIALIST

**DISTINGUISHING FEATURES OF THE CLASS:** This class involves developing and preparing graphic designs and publications for a school district. The incumbent is required to exercise extensive creativity in the preparation of graphic materials. The work involves supporting operations of the in-house graphics center, assisting in post-press work, communicating with vendors and ensuring quality of materials printed. This class may require the incumbent to serve as desktop publishing and graphic design resource person for staff and school district personnel. Work is performed under the general direction of a higher level employee with wide leeway for the exercise of independent judgment. Supervision is not a function of this class. Does related work as required.

**TYPICAL WORK ACTIVITIES:** The typical work activities listed below, while providing representative examples of the variety of work assignments in the title do not describe any individual position. Incumbents in this title may perform some or all of the following, as well as other related activities not described.

Uses professional graphics software to design and prepare a variety of electronic materials, publications and visual displays including, but not limited to, newsletters, brochures, flyers, calendars, booklets, posters, stationary, reports and various other materials for school district programs, including the creation of custom graphics such as cover art, topical illustrations, logos, diagrams, graphs, charts and maps, etc.;

Supports operations of the in-house graphics center, including operating copiers, printers, scanners, laminators, binders and other equipment used to produce;

Assists in post-press work, including, but not limited to cutting, collating, folding, binding, gluing, laminating, mounting and packaging for shipment;

Confers with appropriate personnel to determine specific graphic design needs;

Works closely with staff and/or clients throughout the design process to incorporate their revisions as necessary;

Advises staff and/or clients on cost effective options for production and production schedule;

Receives and logs incoming print/copy jobs, prepares cost estimates for in-house production, schedules jobs for completion and completes invoices for finished print jobs;

Develops thorough specifications for print materials to solicit accurate quotes/bids from vendors and prepares comparison charts and reports based on quotes/bids provided;

Establishes schedules and priorities for all printing and graphic assignments;

Monitors the quality of materials printed and makes recommendations for improvement in the quality of service;

Develops and maintains accurate records and files related to the position, including a comprehensive system for storing electronic files to enable the retrieval of materials for the production of recurring projects;

Compiles and maintains vendor product information and supporting documents of vendor costs to submit with purchasing requests;

Troubleshoots printing issues caused by design or software, as well as problems with respect to customer satisfaction, as needed;

Orders supplies and maintains inventories.

**FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL**

**CHARACTERISTICS:** Good knowledge of the principles, techniques, terminology and concepts of graphic design and illustration; good knowledge of the uses and purposes of graphic and desktop software programs; good knowledge of the techniques in the preparation of and capability of equipment used for the reproduction of graphic material; ability to plan, design and prepare attractive graphics and illustrative materials; ability to translate ideas into finished graphic products; ability to accurately develop printing quotes and analyze vendor estimates; ability to establish and maintain effective working relationships; ability to manage multiple tasks; ability to communicate effectively both orally and in writing; detail-oriented; initiative; resourcefulness; tact; courtesy; good judgment.

**MINIMUM QUALIFICATIONS:** Either:

- A. A. Graduation from a New York State registered or regionally accredited college or university with a Bachelor's Degree in Graphic Design, Web Design, Commercial Art Production, Art Design, or closely related field and one (1) year of full-time paid or its part-time equivalent experience in graphic design and illustration; **OR**
- B. Graduation from a New York State registered or regionally accredited college or university with an Associate's Degree in Graphic Design, Web Design, Commercial Art Production, Art Design, or closely related field and three (3) years of full-time paid or its part-time equivalent experience in graphic design and illustration; **OR**
- C. Graduation from high school diploma or possession of a high school equivalency diploma and five (5) years of full-time paid or its part-time equivalent experience in graphic design and illustration; **OR**
- D. An equivalent combination of training and experience as indicated above.

**Special Requirement:** When employed by Ulster BOCES: At time of appointment and throughout the duration of employment in this title, the incumbent must possess and continuously maintain a valid New York State Driver's License.

ULSTER COUNTY  
3277 GRAPH SPEC  
Classification: Competitive  
OA

Adopted: October 5, 2018