

SENIOR GRAPHICS SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: This class involves overseeing the development and preparation of graphic design and publications for a school district, including coordinating and assisting in the supervision of Graphic Specialists and their assignments. The incumbent is required to exercise extensive creativity in the preparation of graphics materials, review and approve written content, and provide direction to Graphic Specialists. The work also involves coordinating the operations of the in-house graphics center, assisting in post-press work, communicating with print 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 supervision of a higher-level employee with wide leeway allowed for the exercise of independent judgement. Supervision is exercised over subordinate personnel. 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.

Provides professional assistance in the visual aspects of development of various publications (brochures, newsletters, information bulletins, etc.) for school districts and Ulster BOCES departments;

Confers with appropriate personnel to determine specific graphic design needs;

Conceptualizes a distinctive illustration style for implementation into materials, such as brochures, newsletters and other publications;

Uses professional graphics software to design and prepare a variety of electronic materials and publications 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.;

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

Coordinates the assignment of creative projects to graphic designers, ensures they are adhering to required schedules and reviews their work prior to final approval level;

Assists in the supervision of Community Relations staff and serves as the District liaison in the absence of the Community Relations Coordinator;

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

Ensures in-house graphics center equipment used to produce is in operational condition;

Coordinates production and post-press work, including, but not limited to scheduling copying, printing, cutting, collating, folding, binding, gluing, laminating, mounting and packaging for shipment;

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

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

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

Establishes schedules and priorities for department printing and graphic assignments;

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;

Monitors the quality of materials printed and makes recommendations for improvement in the quality of service, including routine maintenance and upgrades of hardware and software;

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;

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

Orders supplies and maintains production center inventories.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough 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 plan and supervise the work of others; ability to communicate effectively both orally and in writing; detail-oriented; initiative; resourcefulness; tact; courtesy; good judgment.

MINIMUM QUALIFICATIONS: Either:

- A. Possession of a Bachelor's Degree in Graphic Design, Web Design, Commercial Art Production, Art Design, or closely related field and two (2) years of full-time paid or its part-time equivalent experience in graphic design and illustration; **OR**

- B. Possession of an Associate's Degree in Graphic Design, Web Design, Commercial Art Production, Art Design, or closely related field and four (4) 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 six (6) 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.

Note: Your degree or college credits must have been awarded or earned by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree was awarded by an educational institution outside the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the Internet at <http://www.cs.ny.gov/jobseeker/degrees.cfm>. You must pay the required evaluation fee.

Special Requirement: Possession of a valid New York State driver's license appropriate to the vehicles operated or otherwise demonstrates the ability to meet the transportation needs of the job.

ULSTER COUNTY
6205 SR GRPH SP
Classification: Competitive
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Adopted: September 9, 2022