

## **GRAPHIC ARTIST & PRINT DESIGN COORDINATOR**

### **GENERAL STATEMENT:**

Responsible for developing, designing and coordinating the production of a variety of instructional and marketing publications; producing graphic artwork for print and electronic communications; and participating in development of materials for promotion of various college programs and services.

### **REPORTS TO:**

Vice President of Institutional Advancement and Executive Director of TVCC Foundation

### **OCCUPATIONAL GROUP:**

Para-professional

### **FLSA:** Exempt

### **QUALIFICATIONS FOR APPOINTMENT:**

#### **EDUCATION:**

Associate degree with an emphasis in graphic arts, new media or related area. Bachelor's degree preferred.

#### **LICENSE OR CERTIFICATION:**

None

#### **EXPERIENCE:**

Experience in graphic art design including computerized graphic design/production required (four (4) years for Associate degree, and two (2) years for Bachelor's degree). Demonstrated ability to operate graphics, photography, and desktop publishing software and equipment on a PC platform, such as QuarkXpress, Adobe PhotoShop, Adobe Illustrator, as well as Microsoft Office and QuickBooks. Prefer experience with webpage design. Prefer experience managing the day-to-day operations of a graphics and print design production.

#### **OTHER:**

Knowledge of the principles of marketing and advertising design. Demonstrated understanding of the methods, practices, terminology and procedures used in graphic and print design. Demonstrated ability to set and meet schedules and timelines. Understanding of website design software, web architecture, and web publishing procedures. Excellent communication skills.

### **DUTIES AND RESPONSIBILITIES:**

- Work with the Public Information staff, college faculty and other college staff to research, develop, design and direct publication of materials for the recruitment of students and staff, and for the promotion of a wide variety of college programs and events, including newsletters, programs, brochures, flyers, signs, posters, website graphics, and class schedules.
- Coordinate the layout and design of camera-ready materials through the use of computer graphics, illustrations, original art work, layout/design, typographic production, and photography according to industry standards.
- Act as liaison between off-campus printers and the college.
- Assist with the production of graphics for institutional web pages.
- Provide technical expertise and advice to faculty, staff and administrators concerning graphics work requests; clarify information, formats and design possibilities.
- Operate a variety of computer hardware and software used to design and prepare graphics, illustrations and written materials for printed and electronic publication and other campus uses.

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- Prepare bid specifications on internal and external print jobs to provide customers with cost effectiveness estimates of pieces prior to production.
- Coordinate the electronic printing process.
- Maintain appropriate paper inventory and other graphic production supplies.
- Operate basic mechanical printing and binding equipment.
- Manage billing of work produced by the Graphic and Print Design department.
- Maintain accurate records for the effective management of the Graphic and Print Design department.
- Assist with budget management for the department.
- Edit and proofreads copy.
- Oversees production of all college publications distributed to students and the general public.
- Other duties as assigned by appropriate supervisory personnel.

**PHYSICAL REQUIREMENTS:**

- May be required to lift, push, or pull 50 lbs.
- Exposure to machine noise and fumes resulting from print processes.

*The above job description has been reviewed with the employee and specific duties and responsibilities were explained. It was also explained that all questions concerning duties, responsibilities, working conditions, hours, etc., should be directed to the immediate supervisor.*

\_\_\_\_\_  
*Employee's Signature*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Supervisor's Signature*

\_\_\_\_\_  
*Date*

*All TVCC positions are security sensitive and require a criminal background check.*

*Approved: 12/16/99*

*Revised: 5/15/12*

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