



Trinity Valley Community College

Job Description

Graphic Artist & Print Design Coordinator

COMMITMENT TO MISSION

This job carries with it the obligation to uphold the Mission of Trinity Valley Community College (TVCC) in carrying out the duties of the position. A commitment to positive interpersonal behaviors, professional communication, diversity, integrity, leadership, stewardship, respect and accountability to TVCC students and employees is essential.

PRIMARY PURPOSE:

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 to support the mission of the college and its programs through printed media.

REPORTS TO:

Director of Marketing and Communications

SUPERVISES:

Graphic Design Specialist

EDUCATION AND EXPERIENCE QUALIFICATIONS:

EDUCATION REQUIRED:

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

PREFERRED:

EXPERIENCE REQUIRED:

Two (2) years' experience in graphic art design including computerized graphic design/production required. Experience in graphics, photography, and desktop publishing software and equipment on a PC platform, such as Adobe design software and Microsoft office.

PREFERRED:

Experience with webpage design, and managing the day-to-day operations of a graphics and print design production.

OTHER LICENSES OR CERTIFICATIONS: None

KNOWLEDGE AND SKILLS REQUIRED:

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|--|--------------------------------------|
| • Typing/Data Entry | • Leadership/ Management |
| • Computer software proficiency – Microsoft Office | • Attention to detail |
| • Operating equipment – office or otherwise | • Time management |
| • Written and oral communication | • Organization |
| • Interpersonal and/or customer service skills | • Operational Systems and procedures |
| • Bookkeeping | • Budget and accounting principles |
| • Basic Math | • Compliance Law |
| | • Administrative practices |
| | • Advertising/Marketing practices |

The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities, duties, and skills that may be required. Job Descriptions may be subject to change.

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



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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.
- 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.
- Assist in editing and proofreading copy.
- Oversees production of all college publications distributed to students and the general public.
- Other duties as assigned by appropriate supervisory personnel.

SUPERVISOR RESPONSIBILITIES:

- Accomplishes department objectives by supervising staff and organizing and monitoring work processes.
- Maintains staff by recruiting, selecting, orienting, and training employees and developing personal growth opportunities.
- Accomplishes staff job results by coaching, counseling, and disciplining employees.
- Plans, monitors, and appraises job performance annually, and provides constructive feedback and coaching.
- Implements and enforces systems, policies, and procedures.
- Maintains safe and healthy work environment by establishing and enforcing organization standards and adhering to legal regulations.
- Completes operations by developing schedules, assigning and monitoring work, and gathering resources, implementing productivity standards, resolving operations problems, maintaining reference manuals, and implementing new procedures.
- Controls expenses by gathering and submitting budget information, scheduling expenditures, monitoring variances, and implementing corrective actions.
- Ensure quality and customer service standards are adhered to as a department.
- Contributes to team effort by accomplishing related results as needed.
- Setting goals for performance and deadlines in ways that comply with the college's plans and vision
- Organizing workflow and ensuring that employees understand their duties or delegated tasks

WORKING CONDITIONS:

TOOLS/EQUIPMENT USED:

- Standard office equipment
- Personal computer and peripherals

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- Calculator
- Multi-line phone system
- Copier
- Fax machine

PHYSICAL DEMANDS:

- Requires: Stooping, Crouching, Reaching, Standing, Walking, Pulling, Lifting, Finger dexterity, Grasping, Feeling, Talking, Hearing, Seeing, Repetitive Motions, Sedentary, Computer Work, Light Work
- Subject to: Climbing, Kneeling, Pushing
- May need: Medium Work, Heavy Work, Very Heavy Work

MENTAL DEMANDS:

- Hazardous Physical Conditions: 25-50% of the time
- Atmospheric Conditions: 25-50% of the time
- Intense Noise: Less than 25% of the time
- Emotional control under stress: less than 25% of the time
- Frequent interruptions: more than 50% of the time

OTHER DEMANDS:

None

The above job description has been reviewed with the employee. It was 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

Approved: 7/18/01

Revised: 9/24/2021

Classification:	Staff	Coordinating/Non-Coordinating:	NC
FLSA Status:	Exempt	TVCC Job Code:	1224
DBM:	B	Travel Required:	None
IPDEDS/SOC CODE:	11-2011	Employment Status:	Full Time
BLS SOC #:	170	Length:	12 Months
FUND:	001	TRS POS. CODE	TRS 01

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