

Spokane County Library District

**CLASSIFICATION: N11**

**POSITION TITLE:**

Graphic Designer

**GENERAL PURPOSE:**

Responsible for conceptualization, design, and delivery of District messages to an external audience across print, digital, environmental, and social media platforms.

**ILLUSTRATIVE EXAMPLES OF ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Provide strategy, conception, design, production and distribution/delivery of all marketing and promotional printed materials, visual digital messaging and environmental graphics throughout the District; proof and edit marketing and promotional materials as needed.

Establish the brand design standards to assure uniformity and consistency. Maintain visual appearance and brand continuity across all platforms throughout the District.

Participate in the strategic and conceptual development of messages. Identify the most suitable medium/media for message.

Responsible for production of print projects—including researching vendors, requesting bids, managing production schedules and delivery.

Responsible for production of digital projects—including work with a web-based email marketing service, designing messages for digital displays, and graphic presentation of website and blogs.

Works closely with the Communication & Development Officer and IT Department to analyze and implement website design changes.

Assist and participate in District social media efforts.

Coordinates and executes photo shoots; purchases stock photos; maintains photo catalog.

Attends work on a regular and dependable basis.

Performs other duties as assigned.

**SUPERVISION:**

This position reports to the Communication & Development Officer. Does not supervise.

**NECESSARY KNOWLEDGE, SKILLS, AND ABILITIES:**

*Candidates selected for employment must satisfactorily demonstrate the following knowledge, skills and abilities during a prescribed trial period, and afterwards, for continued employment.*

**Knowledge of:**

- Print and digital forms of graphic design, typography, and photography.
- Copywriting and editing principles and practices.
- Principles of website design.
- Digital pre-press set-up and the commercial printing trade.

**Skill in:**

- Use of industry-standard graphic design programs on a Mac platform.
- Use of a PC and work with cross-platform software programs.
- Use of basic HTML.

**Ability to:**

- Work independently to create and produce a wide variety of materials.
- Communicate effectively both orally and in writing.
- Manage detail, recognize and set priorities, meet deadlines, work accurately, and maintain confidentiality.
- Use initiative, problem-solving skills, and sound judgment.

**PHYSICAL DEMANDS:**

*The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

An individual performing the duties in this position is required to sit or stand for long periods of time, as well as hear, see, speak and listen to individuals in a respectful and professional manner in order to successfully communicate with District staff and the public. Must be able to use hands and fingers to handle, feel, or operate objects, tools, or controls such as a computer keyboard, mouse, or other device; perform repetitive motion using hands, wrists and arms; be able to stoop, kneel, bend, stretch, and lift or move up to 40 pounds of materials. Specific vision abilities required by this job include close vision, distance vision, ability to adjust focus, and ability to read materials in print or electronic format.

Must be able to transport oneself to other locations to perform work, and/or attend work-related meetings, workshops or conferences.

**MINIMUM QUALIFICATIONS:**

Bachelor's degree in Graphic Design or closely related field, and two years professional-level work experience in graphic design and production required. Proficiency in the use of Adobe Creative Suite (Photoshop, Illustrator, and Acrobat) required. Must be familiar with basic HTML. Or any equivalent combination of education, training, or experience that ensures satisfactory performance of essential job functions.

Must be able to successfully pass a background check.

Valid driver's license and normal risk insurability preferred.

**ILLUSTRATIVE EXAMPLES OF THE TYPES OF TOOLS/EQUIPMENT THAT MAY BE USED BY A PERSON IN THIS POSITION:**

General office equipment including personal computer with associated office software, and specialized graphic software; telephone, scanner, and copy machine.

**WORK ENVIRONMENT:**

(The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.)

Work is performed primarily in an office environment while sitting at a desk or computer terminal for extended periods of time. The noise level is usually moderate. May be exposed to dust, fumes and/or odors on an occasional basis. Moderate stresses due to heightened library activity or pressure to meet deadlines are illustrative examples of the environmental requirements of the position.

***The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.***

***The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.***

FLSA Class: Non-Exempt                      Salary Range: N11  
Title Change/Revision: 09/16/2013. Title Change/Revision: 04/11/2014. Revised: 06/19/2015.

I agree I have been given a copy of my current job description. I am aware it is my responsibility to understand the duties expected of me. If I do not understand, I will discuss my duties with my supervisor.

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Signature

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Print Name

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Date