

Job Class Profile: **Graphics Artist**

Pay Level: **CG-26** **Point Band:** **490-533**

Factor	Knowledge	Interpersonal Skills	Physical Effort	Concentration	Complexity	Accountability & Decision Making	Impact	Development and Leadership	Environmental Working Conditions	Total Points
Rating	4	4	1	4	3	3	2	1	2	
Points	187	67	6	19	90	65	41	21	21	517

JOB SUMMARY

The Graphics Artist performs technical graphic design work by creating and developing appropriate graphics and graphic design of materials including reports, brochures, informational pamphlets and other promotional materials used for corporate and departmental marketing initiatives and special events.

Key and Periodic Activities:

- Performs graphic design work to develop a variety of promotional materials for marketing purposes and maintaining appropriate web site information.
- Determines creative objectives and design to reflect/communicate the objectives.
- Monitors quality control processes to ensure highest quality.
- Designs and produces E-newsletter campaigns.
- Monitors social media to obtain relevant information.
- Designs and updates web sites as needed.
- Designs logos, from concept through development, for special events or corporate internal initiatives.
- Prepares annual publications.
- Prepares packages of marketing materials.

SKILL

Knowledge

General and Specific Knowledge:

- Graphic design
- Web site design and maintenance
- Desktop publishing

Formal Education and/or Certification(s):

- Minimum: 2 year Diploma in Graphic Arts/Design with training in web site design.

Years of Experience:

- Minimum: 2 – 3 years of experience.

Competencies:

- Ability to proofread.
- Ability to operate a variety of computer applications

Interpersonal Skills

- A range of interpersonal skills are utilized including listening to design requests and asking questions to clarify the intended message to communicate and the method to be used to communicate the message; communicate routine and complex information and to gain the cooperation of others regarding graphic design projects.
- Communication occurs with employees within the immediate work area and throughout the organization; supervisors and managers; suppliers and internal executive staff.
- The most significant contacts include co-workers, supervisors and managers and staff involved with graphic design projects.

EFFORT**Physical Effort**

- Work demands do not result in fatigue, requiring periods of rest.
- Lifting and moving of printed materials weighing up to 10 lbs occurs occasionally.
- Sitting is a constant requirement as a considerable amount of time is spent working on a computer to produce graphics and promotional materials. Standing and walking are occasionally required.
- Fine finger and precision work is required to use a computer to produce graphics and promotional materials and update web site information.

Concentration

- **Visual** concentration is required for measurements and design layout and updating web site information.
- **Auditory** concentration is required to listen to direction regarding work duties and to provide feedback regarding graphic design work.
- **Repetition** requiring alertness is required to hand cut detailed intricate designs and labels.
- **Time pressures and deadlines** exist as reports, publications and any promotional materials must meet deadlines for proofreading and printing.
- **Higher than normal levels of attentiveness** may be required when working on complex projects involving detailed graphic designs.
- **Eye hand coordination** is required to utilize the computer for design work.
- **Exact results and precision** is required to produce graphics to be used in a variety of promotional materials.

Complexity

- Work involves tasks and activities which are repetitive/well defined, different but related to graphic design.
- Typical challenges relate to the correct file format to be used and determining new and creative designs to be used.
- References available to address typical challenges include supervisors and managers and the

use of the internet for design suggestions.

RESPONSIBILITY

Accountability and Decision-Making

- Work tasks and activities are moderately prescribed or controlled. Checks would include proofreading of projects (sometimes by multiple staff), spell checking and sign off on proofs received from printers and/or suppliers.
- Work projects are assigned by a manager or supervisor with daily work tasks and activities performed independently to complete the project.
- Purchasing, except for small supplies, requires supervisory approval.
- Updates web site information as needed.
- Able to sign off on proofs and approval when supervisor is unavailable.
- Utilize discretion when determining the appropriate look, tone and feel of design projects including language and photos used.

Impact

- Results of work tasks and activities are felt within the immediate work area and department as well as outside the organization as graphic design projects often include promotional work or public information including publications, brochures and pamphlets.
- Results of work tasks and activities directly impact the information being communicated, related finances and on corporate image as a result of promotions or public information.
- The consequences of mistakes or errors could have an impact within the immediate work area, department and organization as well as outside the organization and on members of the general public. Spelling errors or typographical errors could cause reprinting which would increase the cost of project delivery and may cause delays in promotional activities. Errors in graphic design work could impact finances and corporate image as incorrect information may be communicated to the general public.
- Checks would include proofreading of projects (sometimes by multiple staff), spell checking and sign off on proofs received from printers and/or suppliers.
- Consequences of mistakes or errors are typically identified and resolved within hours but could take up to a week depending on the project being produced.

Development and Leadership of Others

- There is no supervision of staff.
- May provide advice/guidance to new employees.

WORKING CONDITIONS

Environmental Working Conditions

- No special precautions or safety equipment required.
- Limited likelihood of minor cuts due to occasional exposure to sharp objects.
- Works in an office environment and therefore may deal with glare from computer and distractions from noise.