

## **GRAPHICS COMMUNICATION SPECIALIST**

This is responsible and varied work including design and production of visual materials including leaflets, magazines, signs, exhibits, and pamphlets and brochures. Work involves journey level design and production responsibilities requiring a full working knowledge of the development and production of graphic materials in support of all county departments. The product must be visually stimulating in order to communicate to the audience the full message required whether that be to inform, educate or recruit the public.

### **CLASSIFICATION DISTINCTIONS**

This is a single classification involved with graphics design. The Communications Specialist class shares many of the same required knowledge, skills and abilities to perform the work. These include knowledge of effective methods used in preparing and presenting facts and information, interpersonal and public relations techniques, ability to write clearly and concisely, analyze problems, identify alternative solutions and formulate recommendations, complete projects within constrained time lines and demonstrate skill in working effectively with other employees, the public and a wide variety of others.

### **KEY OR TYPICAL TASKS AND RESPONSIBILITIES:**

- Designs and produces visual materials for the client using information supplied, beginning with the concept and using the computer and various software to produce visuals or proofs of the final product. Consults with the client throughout the process.
- Produces artwork on the computer. Researches and obtains photographs, artwork and illustrations to be used. Obtains client approval and coordinates with services bureaus and printers to produce product.
- Obtains bids from a variety of printers and other contractors and determines vendor based on cost, quality and ability to meet deadlines. Obtains purchase order numbers and places orders.
- Constructs displays and signs through utilization of vendors including sign writers, photographic studios, blueprint companies and in-house design and production.
- Takes photographs of various county projects or services for inclusion in a variety of communication materials.
- Organizes all stages of a project to meet predetermined strict time lines.
- Provides advice and recommendations to county staff on use of contractors and vendors including printers, paper stock and computer software related to graphic design and production.

**QUALIFICATIONS:**

**Education and Experience:** A bachelor's degree in graphic design and 3 to 5 years of professional experience in design, production and implementation of design products ranging from simple to complex as well as using hand and computer generated artwork; or graduation from a trade school or community college specializing in graphic design and 5 to 7 years of professional experience as described above.

**Knowledge of:** the principles of design for print, production processes, printing techniques and specifications in single-to-full-color reproduction; the techniques used in producing computer generated design and artwork; exhibit and sign design and development; standards and costs involved with printing and production of graphics materials; computer graphics applications.

**Ability to:** visually communicate a message or service to attract attention and encourage understanding and retention of information; interpret and balance client's desires with what is needed to appropriately communicate the message; maintain consistent quality standards of visual communication with the public; research and negotiate services to best utilize budget available; work directly with clients, vendors and contractors; work on multiple projects with multiple clients, contractors and vendors simultaneously; operate a variety of complex graphic design computer software; work effectively in a high pressure environment, due to tight deadlines; exercise tact and judgment in understanding and interpreting client, contractor and vendor needs; successfully carry through a project from concept to completion and implementation; establish and maintain effective working relationships with co-workers, supervisors, vendors and contractors.

**WORK ENVIRONMENT & PHYSICAL DEMANDS:**

Incumbents typically work in an office setting, including constructing exhibits and displays, which involves physical dexterity. Work involves management of multiple priorities and can involve face to face interaction requiring interpretation of ideas of others.

Essential tasks include use of a telephone and personal computer, writing and drawing equipment.

Office use: 6/22/00