

## **MANAGER, GRAPHIC COMMUNICATIONS**

### **CLASS SUMMARY**

Responsible for managing and coordinating the preparation and production of all district graphic communications. Directly supervises the district graphic design and desktop publishing staff and related functions. Assumes and performs other duties as required.

### **REPRESENTATIVE DUTIES**

Plans, organizes, schedules, directs and supervises the operations of graphic production and desktop publishing; establishes a district-wide creative vision and directs its execution through graphic designers and desktop publishers; institutes district-wide graphic standards and branding system; creates, coordinates, integrates and selects content and design elements of major district publications; consults with management, faculty and staff on their publications and design needs; has a complete understanding and keeps abreast of policies, programs, and priorities of the district; is aware of developments in the application of technology to graphic communications, as well as the equipment and techniques for effective production of complex print publications; develops and recommends policies and procedures for the efficient organization and operation of the graphic communications unit; prepares budget requests and monitors approved budgets; reviews requests for equipment purchases and makes appropriate recommendations; develops plans for improving graphic design and desktop publishing services and makes appropriate recommendations; assists in the selection of staff; provides for in-service training; assigns, supervises, and evaluates staff; supervises and maintains department records; develops plans for improving graphic communications in the district through the use of appropriate graphic techniques.

### **ORGANIZATIONAL RELATIONSHIPS**

This manager reports to the Director of Communications and Publications and supervises staff, as well as student workers and interns. Consults with faculty, staff, management and administrative personnel on electronic, print and design needs and coordinates production. Interfaces with administrators and staff in the planning, design and coordination of major publications.

### **DESIRABLE QUALIFICATION GUIDE**

#### **Training and Experience**

Any combination of education and experience equivalent to a bachelor's degree in graphic design/fine art, and a minimum of five (5) years professional experience in graphic design, multimedia production, print production or a related area. Experience working in an educational environment is desirable.

## **MANAGER, GRAPHIC COMMUNICATIONS cont'd**

### **Knowledge and Abilities**

Thorough knowledge of: elements and principles of design and graphic communications; principles of electronic and print production; current trade practices, procedures, terminology, equipment and techniques required for various effects; composition and layout techniques; computer applications for web page production; the uses, operation, and maintenance of graphic design and photographic equipment; procedures, terminology, equipment and techniques required for design and layout of printed pieces and web documents; principles of planning, organizing, scheduling.

Knowledge of: principles of training and supervision; principles of production layout and efficient flow of work; record keeping, costing and filing; sources, ordering procedures and organizational systems for electronic media, publications, graphic design and photographic supplies and archives; English, spelling, punctuation and grammar.

Familiarity with: principles of public relations and their relationship to graphic design, production, and reprographic services.

Ability to: plan, schedule and organize projects; prepare layouts, comprehensives, and final art for print production; operate photographic, graphic design and related equipment; train, supervise and evaluate personnel; communicate effectively; establish and maintain effective working relationships with faculty, management, staff, students and vendors; plan production schedules; conceptualize design and translate into specific visual content consistent with stated objectives; maintain records and make reports; evaluate processes and products and make recommendations for improvement.

Skills: proficiency in the operation of multimedia, photographic and graphic design production equipment including computer applications in electronic/print productions.