

Jurisdictional Class: Competitive
EEO Category: Technicians
Adopted: 05/24/2022

GRAPHIC DESIGN SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: This position is responsible for creating, coordinating, and producing complex visual graphic and promotional materials for BOCES and component school districts. The incumbent is responsible for performing technical work in the design and layout of traditional and digital publications and web pages. The work requires the use of a variety of computer applications and design software integrating written, graphic, audio and video components. Work is performed under the general supervision of a higher-level administrator with significant leeway allowed for the exercise of independent judgment in carrying out the details of the work. Supervision is not a function of this position. The incumbent does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative Only)

Creates designs, concepts, graphic materials, and layouts for a variety of media and determines appropriate materials and methods, including publication and reproduction;

Uses desktop publishing, graphic and web design software to design, layout, and produce a variety of publication-ready materials;

Works closely with public relations staff and may consult with a variety of personnel in component school districts to determine promotional needs, propose project design concepts, determine timeliness, and coordinate project completion;

Creates and edits photographs and illustrations to be used in a variety of publications, presentations, and websites;

Composes, edits, and proofreads written material and makes corrections prior to publications;

Creates web page templates and design themes, maintains, and updates website content and layout in order to improve navigation and use experience;

Prepares reports and maintains a variety of files;

Drives to a variety of school district locations to gather information, take photos, and make presentations;

Assists in the organization of special events and performs other related duties.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL

CHARACTERISTICS: Ability to use creativity in the design of graphic and promotional materials; use computer-assisted design techniques; interact with others to determine project needs; establish and maintain effective working relationships; compose, proofread and edit promotional materials; communicate effectively, both orally and in writing; prioritize multiple projects and meet deadlines.

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MINIMUM QUALIFICATIONS: Either:

- A. Graduation from a regionally accredited or New York State college or university with a Bachelor's degree in visual arts, new media design, graphic design, web design or a closely related field, **AND** three (3) years of experience in the design, development, and implementation of graphic materials for use in publications, presentations and websites; **OR**
- B. Graduation from a regionally accredited or New York State registered college or university with an Associate's Degree in visual arts, new media design, graphic design, web design or a closely related field, **AND** five (5) years of experience in the design, development, and implementation of graphic materials for use in publications, presentations and websites.

SPECIAL REQUIREMENT: Possession of a valid New York State driver's license at the time of appointment and must be maintained throughout appointment.

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