



## Job Descriptions

**Job Title: Senior Graphic Designer**

**JTC: CDQ**

**Salary Range: N05**

**FLSA: Exempt**

Since 1965, we have served more than 3 million students. Dallas County Community College District (DCCCD) is one of the largest community college systems in the state of Texas, which includes seven independently accredited colleges located around the Dallas/Fort Worth area.

### **POSITION SUMMARY**

Leads multiple design projects simultaneously and manage each from conception through production. Support the District through the production of artwork, layouts and electronic/digital imaging, multimedia, video production and other presentation materials.

### **REQUIRED KNOWLEDGE, SKILLS AND ABILITIES**

Create designs, concepts, and layouts based on knowledge of layout principles and esthetic design concepts to convey each project's message effectively. Requires a broad thinker who is able to offer a variety of design solutions.

Ability to manage multiple projects concurrently and accurately set and meet deadlines. High attention to detail in typography, spelling, grammar, spacing, and accuracy. Organizational skills to prioritize, take initiative, follow projects through to completion and manage multiple tasks/projects while ensuring the highest level of accuracy and quality.

Works well in a diverse team based environment and inspires teams through collaboration as well as direction, vision, and planning of all aspects of visual deliverables. Provide leadership that encourages employee productivity and responsiveness. Identifies and follows policies and procedures assigned to perform tasks and projects.

Makes clear, consistent, transparent decisions; acts with integrity in all decision making; distinguishes relevant from irrelevant information and makes timely decisions. Experience in graphic art production, plus computer graphics applications, digital publishing and multimedia design.

Ability to convey concepts and give design direction through layouts and effective written and verbal communication along with strong business and analytical skills.

### **PHYSICAL REQUIREMENTS**

Normal physical job functions performed within a standard office environment. Reasonable accommodations may be made to individuals with physical challenges to perform the essential duties and responsibilities.

### **MINIMUM KNOWLEDGE AND EXPERIENCE**

Associate's degree in related field plus three (3) years of related work experience. Official transcripts

will be required. \*\*\* Will be subject to a criminal background check. Some positions may be subject to a fingerprint check. \*\*\*

## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

Creates artwork for visual presentations by designing art and copy layouts for a variety of print and digital media including brochures, digital signage, posters, websites, slides and other instructional and/or promotional materials. May develop interactive media design to include video, sounds, and graphics.

Selects and works closely with external vendors for the production of graphics and marketing projects. Create images, coordinates design and ensures that information on the website is correct and current. Assists faculty and staff in the selection, production and use of visual, audio and multimedia promotional materials. May produce digital content creation of graphics to include animation. Designs and implements compelling designs and custom interfaces in Macromedia Flash and/or any other graphics animation software.

Maintain solid working relationships collaborating with external divisions, art services and printers to enhance the overall quality control and results for publication materials produced by the department. Provides guidance in identifying and developing new modes of promotion through the use of graphic, digital or other multimedia in keeping current with trends and developments.

Prepare reports, maintain records, analyze findings and provide data used for a variety of purposes. Serve as a liaison to initiate District projects as it pertains to marketing and graphic productions. Provides technical knowledge on digital imaging software programs and color management, and assists in resolving software compatibility issues.

Collaborate with faculty and staff to solve problems by recognizing, rationalizing options and implementing solutions. Strong verbal, written and visual presentation skills and understands the value of design and brand within a business context. Strong knowledge and experience providing effective customer service.

May supervise two (2) or more full-time staff and maintain the budget.

Performs other duties as assigned.

*The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job and shall not be construed as a declaration of the total of the specific duties and responsibilities of any particular position. Incumbents may be directed to perform job-related tasks other than those specifically presented in this description. Position requires regular and predictable attendance.*