

Graphic Designer

JOB TITLE: Graphic Designer

FLSA STATUS: Non-exempt

GRADE: 38

DEPARTMENT: Communications

APPROVED DATE: 01/1998

REVISED DATE: 07/2018, 02/2022, 12/2022

Job Summary

Let's get loud for libraries!

Join us as we engage and activate our customers and communities by creating an experience through visual storytelling, identity, branding & production to compel community members to connect with their library.

We are looking for your creativity and project management skills to create print and digital products to promote Sno-Isle Libraries programs and services. Help us market and communicate ideas through visual and information design that inspires, informs and captivates audiences. To be successful in this position, you'll be a self-starter, capable of delivering brilliant creative ideas, and show amazing attention to detail.

This position contributes to the Library District's effective operation, providing library services, spaces, and resources representative of diverse cultures and perspectives, intentionally inclusive, and accessible to everyone.

We Value Lived Experience

Sno-Isle Libraries is committed to embedding equity into our organization. As we engage in equity work, it's important to have a good foundation to frame the work and then provide training opportunities to build skills and knowledge.

We value and embrace the unique experiences our staff members bring to the organization and recognize how their experiences improve the service we provide.

Essential Functions

Functions listed are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of this job.

1. Develop and apply visual strategy based on marketing and communications objectives.
2. Design a wide range of graphic information products for printing or digital presentation.
3. Coordinate graphics requests submitted to the Communications Department by fulfilling client requests or assigning work to other members of the team.
4. Coordinate the graphic design, proofing review and approval process to ensure timely delivery of quality products.
5. Coordinate with outside designers, printers and other vendors when external resources are required to develop, design, and deliver informational and promotional products.
6. Plan projects and artwork from studying relevant, contemporary information and materials.
7. Turn conceptual ideas into design mockups with art arrangement, size, type size and style and submit them for approval.
8. Operate the necessary equipment and software to produce the final materials.
9. Coordinating with outside agencies, art services, web designer, marketing, printers, and colleagues, as necessary.
10. Accomplish tasks as needed in collaboration with the marketing and communications team.
11. Communicate with clients about layout and design and apply any constructive feedback.
12. Create a wide range of graphics and layouts for product illustrations, company logos, and websites.
13. Review final layouts and suggest improvements when necessary.

Additional Duties and Responsibilities

1. Maintain knowledge of trends and developments in the field of artistic and graphic design.
2. Train and coach staff as needed.
3. Attend meetings, trainings, and workshops as assigned.
4. Assist with special projects as required.
5. Perform other duties as assigned.
6. Oversee branding to ensure consistency across all platforms.

7. Operate onsite production equipment and vendor support.
8. Consider quality and sustainable practices of graphic production (non-toxic materials, longevity, etc.).

Supervision

The position reports to the Assistant Director of Strategic Relations. The graphic designer supports and assigns work order requests to other team members as needed.

Knowledge, Skills, and Abilities

1. Thorough knowledge of graphic design and artistic creation, graphic layout, printing techniques, and copyright laws.
2. Knowledge of marketing, production, website design, corporate identity, product packaging, advertisements, and multimedia design.
3. Proficiency with required desktop publishing tools, including Photoshop, InDesign Quark, and Illustrator.
4. Effective time management skills and the ability to meet deadlines.
5. Strong computer skills, including advanced knowledge of InDesign software, plus intermediate to advanced proficiency in Photoshop and Illustrator. Working knowledge of Microsoft Office products.
6. Strong organizational skills and attention to detail.
7. Ability to uphold the principles of equity, diversity, and inclusion in the workplace and the community.
8. Ability to communicate effectively with diverse audiences.
9. Ability to work cooperatively and maintain effective interpersonal skills with the public and co-workers.
10. Ability to edit and proofread informational and designed material.
11. Ability to work independently.
12. Ability to prioritize, troubleshoot and manage multiple priorities in a fast-paced environment.
13. Ability to operate copiers, printers, and related production equipment.
14. Ability to operate large format digital printing and cutting on a variety of substrates.

15. Ability to speak, read, write, and understand English clearly and concisely. Demonstrable graphic design skills with a strong portfolio.
16. Ability to work in a team environment, work collaboratively, give and receive constructive criticism.

Education and Experience

Knowledge, skills, and abilities for this position can be acquired by a combination of experience and education including:

1. Bachelor's degree in graphic design or three years related experience as a graphic designer or in related field.
2. A strong eye for visual composition and typography.
3. Experience with computer-aided design.

Physical and Environmental Conditions

The physical demands described here are representative of those that must be met by a staff member to perform the essential functions of this job successfully. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Most of the work is carried out within a generally accessible, safe, indoor environment. While performing the duties of this job, the incumbent is required to: operate computers for extended periods of time, operate copy machines, drafting and light tables and related typographical equipment; and to have appropriate vision for seeing computer monitors and paper renderings of designs and typewritten copy. The work may require an incumbent to sit for extended periods at a personal computer or at a drafting or light table and it requires exacting concentration on precision of design alignment.

Most of the work is carried out within a generally accessible, safe, indoor environment. The incumbent must regularly communicate with coworkers and members of the public. These contacts and situations are deemed to be generally safe and free of undue stress, but require incumbents to be cordial, helpful, and skilled in interpersonal relations with others both in the public and within the Library District.