

Job Title: Graphic Designer & Website Coordinator **Department:** Administration
Reports to: Marketing and Community Engagement Manager **Salary Grade:** 8

JOB DESCRIPTION

Summary/Objective

With input from staff members, designs, composes, and produces printed and digital media and advertising including brochures, posters, and in-house forms, as well as graphics for website and social media channels. Contributes to the effort of increasing public awareness of library services, resources, and activities.

Essential Duties and Responsibilities

1. In coordination with the Marketing Manager, develops the overall layout, design, and production of ads, billboards, brochures, flyers, signage, posters, forms, applications, newsletters, social media graphics, website graphics, and other marketing materials.
2. Gathers relevant information for projects through discussion with the Marketing Manager and/or by performing their own research.
3. Provide initial layout to the Marketing Manager and Library staff as requested.
4. Performs other duties as assigned:
 - a. Participate in committees as needed.
 - b. Assist in developing grant proposals to support public information projects.
 - c. Attend and participate in library and department meetings.
 - d. Assist with programming activities as needed.
 - e. Assist with special projects.
5. Performs website maintenance tasks and coordinates website content, and projects.
6. Serves as primary contact for website vendors including billing, and statistics.
7. Responsible for overall branding of the website.

Required Knowledge, Skills, and Abilities

1. Ability to:
 - a. Works independently, be self-directed, set priorities, meet deadlines, conceptualize projects, and manage multiple priorities
 - b. Communicates clearly and effectively in person and by phone,
 - c. Writes clearly and effectively, using good spelling, grammar, and composition skills in a variety of media.
 - d. Works effectively and cooperatively with the public and library staff.
 - e. Adapts to changing and evolving Library procedures, priorities, and information technologies.
 - f. Consider cognitive, cultural, physical, and social facts in planning and executing designs.

Required Knowledge, Skill and Abilities

1. Familiar with principles of design, layout, production, and distribution functions.
2. Works cooperatively with community agencies and firms in designing promotional materials for special projects.

3. Works with Library personnel to create, implement, and carry out activities which have a positive impact on public relations and customer satisfaction for the library and the community as a whole.
4. Experience with video editing preferred.
5. Must have ability to work effectively under deadline pressure.

Supervisory Responsibility

This position has no supervisory responsibilities.

Work Environment

This job operates in a professional office environment. This role will use a computer frequently. This role routinely uses stand office equipment such as computers, phones, printers, photocopiers, etc.

Physical Demands

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

- Sitting, standing, walking, climbing and stooping.
- Occasional bending/twisting and reaching.
- Occasional lifting and carrying, 25 pounds or less.
- Will work under variable outdoor conditions when assisting with programming events.

Position Type/Expected Hours of Work

This is a full-time position with flexible hours, but must meet the needs of the Library and may include occasional evening and weekend hours.

Education/Experience

1. Bachelor's degree preferred in field related to public relations, marketing, communications, or graphic design.
2. Two years' experience preferred in public relations, marketing, graphic design, or communications.
3. A combination of education and experience, from which comparable knowledge and ability has been attained may be substituted for education and experience requirements.

Additional Eligibility Qualifications

1. High degree of customer services skills to work with Library staff, community groups, and government agencies.
2. Adobe Certification preferred.

Other duties

Please note this job description is not designed to cover a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change any time with or without notice.

Signatures

This job description has been approved by all levels of management.

Manager

Human Resources Officer

Employee signature below constitutes employee's understanding of the requirements, essential duties and responsibilities of the position.

Employee Name

Date

Employee Signature