LEAD GRAPHIC ARTS TECHNICIAN

Purpose Statement:

Under general direction, the Lead Graphics Arts Technician sets the creative direction for San Diego County Office of Education (SDCOE) graphic design in alignment with branding standards, performs a variety of graphic, visual, and illustration work for the San Diego County Office of Education and clients, and leads technical staff by providing guidance and oversight with documentation and training. The Lead Graphic Arts Technician also creates and designs various materials for print, multimedia, and web in support of the mission of the San Diego County Office of Education.

Diversity Statement:

Because each person is born with inherent worth and dignity, and because equitable access and opportunity are essential to a just, educated society, SDCOE employee commitments include being respectful of differences and diverse perspectives, and being accountable for one's actions and the resulting impact.

Representative Duties:

This position description is intended to describe the general nature and level of work being performed by the employee assigned to the position. This description is not an exhaustive list of all duties, responsibilities, knowledge, skills, abilities, and working conditions associated with the position. Incumbents may be required to perform any combination of these duties. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

Essential Functions:

- Sets graphic standards for SDCOE design that are implemented by the technical staff of the Graphics Production team.
- Provides work direction, guidance, and training to technical staff and reviews work to ensure that elements of graphic and web publishing projects meet objectives, brand consistency, and quality standards, including determining graphic standards for SDCOE design.
- Develops and provides documentation and training materials for assigned technical staff.
- Conducts research and identifies trends in design and communicates those trends to the technical staff for implementation in SDCOE materials as appropriate.
- Creatively seek out new products and maintain cutting edge industry knowledge.

- Provides feedback to the leadership team on process improvements and tools that would benefit all technical staff, and upon approval, develops and leads the implementation of process improvements.

- Designs and produces a variety of graphic artwork ranging in difficulty from simple to complex.
- Prepares final files for print, multimedia, and internet use, including, but not limited to, page layout, photo usage/manipulation, creation of infographics, event/ exhibit materials, posters, programs, brochures and flyers, and email images.
- Meets with clients to analyze and evaluate customer requirements, identifies alternatives, recommends appropriate action, sets timelines, projects plans and techniques to enhance production efficiency for offset and digital reproduction.
- Prioritizes and manages multiple graphic design projects within design specifications and budget restrictions.
- Edits and proofreads copy material.
- Ensures effective communication regarding assigned project status for all relevant stakeholders.
- Maintains accurate files and archives of graphics assets and projects, including artwork and project tickets.
- Ensures accuracy and completeness for all assigned projects, including pre and post-production quality checks.

Other Functions:
- Performs other duties as assigned.

Job Requirements: Minimum Qualifications:
Knowledge and Abilities:

Knowledge of:
Color theory;

Typography;

Computer graphic programs such as Adobe Creative Suite including Illustrator,

Photoshop, and InDesign;

Graphic design principles and process;

Design for various platforms, including print, web, and video;

Current technologies and equipment used in graphic design.

Correct English usage, grammar, spelling, punctuation, and vocabulary.

Ability to:
Set creative vision and communicate that vision to others;

Use the Adobe Creative Cloud suite, MS Office including Word and Excel, and other standard business and graphic design software;

Use creativity in all aspects of the work;

Meet production deadlines;

Adhere to brand standards;

Communicate and collaborate effectively with clients and staff from all levels of the organization;

Prepare and maintain records and reports;

Maintain computer hardware and peripherals, applications software, tools, supplies, and technical samples, and file organization;

Work effectively under pressure with short timelines.

Working Environment:

Environment:

Duties are typically performed in an office setting while sitting at a desk or computer workstation. May be designated to work an alternate work setting using computer-based equipment to perform duties.

Physical Abilities:

Work is subject to interruptions and demanding timelines. Must sit for long periods of time, use hands and fingers to operate keyboard, artist's tools, or other equipment; reach with hands and arms; must see to perform duties involving exacting visual detail; hear and speak at normal levels to view design work and communicate with others. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

Education and Experience:

Experience:	Five (5) or more years of increasingly responsible experience in producing complex graphic designs for print, multimedia, and the web. Experience with visual arts, such as illustration, painting, photography, or related craft preferred.
Education:	Two (2) years of formal training or coursework in general graphic arts processes; or
Equivalency:	A combination of education and experience equivalent to two (2) years of formal training or coursework in general graphic arts processes and five (5) or more years of increasingly responsible experience in producing complex graphic designs for print, multimedia, and the web. Experience with visual arts, such as illustration, painting, photography, or related craft preferred.

Required Testing	Certificates, Licenses, Credentials
N/A	N/A

Continuing Educ./Training
N/A

Clearances
Criminal Justice Fingerprint/Background
Clearance
Physical Exam including drug screen
Tuberculosis Clearance

FLSA Status: Non-exempt

Salary Grade   Classified Support Grade 054

Personnel Commission Approved: April 13, 2022