

PUEBLO SCHOOL DISTRICT 60
PROFESSIONAL JOB DESCRIPTION

It is essential that all employees of Pueblo School District 60 understand our mission is to provide a high-quality education that assures each student the knowledge, skills, and dispositions to lead a life of purpose and impact. Employees support the community and thrive in connecting with our students by embracing the core values of the district, which state:

- We believe that the success of every student is our most important commitment.
- We believe that collaboration and engagement with our community, parents, staff, and students are essential to our success.
- We believe that we must act with integrity, celebrate diversity, and promote equity.
- We believe that each individual must be treated with dignity and respect.
- We believe that the social and emotional well being of our students is as important as their academic needs.
- We believe that it is our responsibility to provide a safe, positive, and supportive environment for our students and staff
- We believe that our community heritage, traditions, and history should inform our response to future student and district needs.

As we embrace these values and consider their impact, we will achieve our vision of being a high performing school district that inspires community confidence. Each employee plays a part, and that contribution should bring us closer to helping each student achieve their dreams.

Job Title: Graphic and Web Design Specialist
Prepared Date: 12/20/2018
Revised Date: 9/15/2023
Work Year: 220 Days
Department: Document Services
Reports To: Supervisor of Document Services
Salary Range: APT Salary Schedule
Benefits: Fringe Benefits based on Schedule C Benefits
Status: FLSA Status: Exempt

SUMMARY:

The job of the Graphic and Web Design Specialist effectively creates documents per client requests using computer graphic systems and software to produce graphic sketches, design and copy layouts in preparation for production on printing presses, copiers, poster printers, and creation of digital files for internal electronic distribution and materials produced by external sources. Produces graphic sketches, designs, and copy layouts for online content and functions as the District webmaster/administrator. This position is responsible for the graphic design area of the Document Services Department.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

REQUIRED:

- Bachelor's degree in Graphic/web design or related field or equivalent combination of education and experience in web and/or graphic design
- Three (3) years of graphic/web design experience
- Employee must complete a fingerprint-based criminal background check and must be cleared by the Office of Human Resources
- Must be able to communicate effectively in English, both orally and in writing, using proper grammar and vocabulary

PREFERRED:

- Previous experience with mid-sized organization with multiple departments and marketing themes

SKILLS AND KNOWLEDGE:

- Demonstrated ability to create designs from unusual ideas about a given topic or situation, or to develop creative ways to solve a problem
- Demonstrated knowledge and experience using Macintosh computers and operating systems
- Demonstrated knowledge and experience with use of computers running Windows operating systems
- Demonstrated knowledge and experience using Adobe InDesign, Adobe Illustrator, Adobe Photoshop, and Adobe Acrobat software
- Experience and knowledge using Microsoft Office software (Word, Excel, Powerpoint, Publisher)
- Verified ability to type from clear copy at the rate of 65 wpm with accuracy
- Demonstrated ability to proofread with accuracy
- Proficient in the knowledge and use of acceptable grammar, capitalization, punctuation, and spelling.
- Demonstrated knowledge and experience in use of color space application/management: spot vs. process, grayscale, RGB, CMYK
- Demonstrated knowledge and experience creating properly prepared PDF files for printing and electronic distribution, including fillable PDF files
- Demonstrated knowledge and experience recognizing, using, and properly preparing graphics in various file formats with appropriate image resolution, i.e.: ai, tif, eps, jpg, png, gif, bmp, etc.
- Ability to properly prepare and send electronic files to digital document production equipment (digital color press, black/white production copiers, desktop printers, wide format printers, etc.), review files on screen, and troubleshoot problems
- Ability to perform basic and print shop math skills (i.e. read and calculate ruler measurements, prices, paper sizes, impositions, quantity, calculate prices, etc.)

- Experience operating a desktop scanner
- Demonstrated ability to save and print from portable storage devices (i.e. USB jump/flash drive, CD/DVD, electronic attachments, etc.)
- Ability to set up and operate software for printing documents containing variable data (ile., mail pieces, forms, letters, etc.)
- Familiar with U.S. Post Office regulations pertaining to proper mail piece layout and addressing standards
- Ability to set up and operate software for printing wide-format documents (banners, posters, etc.)
- Demonstrated knowledge and experience using font utility software to organize, manage, maintain, and troubleshoot font files
- Ability to perform routine maintenance and troubleshoot computer system and printer problems.
- Understanding of paper types, sizes, weights, grain, etc.
- Knowledge of printing processes and equipment for effective and accurate production of quality products
- Ability to review projects for accuracy, completeness, and compliance with established standards, timelines, specifications, and procedures
- Ability to lead and manage workflow of the graphic design area of the department
- Proficient in retrieving and sending email message with and without attachments
- Familiar with print shop work order systems
- Ability to understand and implement internet/intranet/web functions
- Demonstrated knowledge and experience using web design software, including web-based text editors/design applications/content management systems (CMS)
- Familiar with a variety of social media platforms and the ability to create, maintain, manage, and monitor social media business/organization accounts
- Ability to properly create and prepare graphics for use with Internet applications and web sites
- Proficient basic web design coding skills: html, css, etc.
- Knowledge of processes and procedures for web site accessibility compliance
- Demonstrated ability to organize, prioritize, and manage multiple tasks
- Demonstrated effective time management skills
- Ability to follow complex oral and written instructions
- Ability to work independently under minimal supervision
- Ability to work collaboratively and individually on assigned tasks
- Set priorities which accurately reflect the relative importance of job responsibilities
- Ability to make independent decisions in accordance with established policies and procedures

- Ability to perform effectively in environments with frequent workload changes and competing demands
- Ability to plan, prioritize, organize and execute work effectively, using independent judgment to provide overall direction for reaching organizational goals
- Possess an excellent work attitude and the ability and willingness to take ownership and responsibility for project completion
- Ability to work under pressure in a fast-paced organization with an emphasis on quality and teamwork
- Ability to establish and maintain effective working relationships with staff, students, parents, and the general public with patience, tact, and courtesy

ESSENTIAL DUTIES AND RESPONSIBILITIES:

The following statements of duties and responsibilities are intended to describe the general nature and level of work being performed by individuals assigned to this position. These statements are not intended to be an exhaustive list of all duties and responsibilities required of all personnel within this position. This organization believes that every individual makes a significant contribution to our success. That contribution should not be limited to assigned responsibilities. Therefore, this position description is designed to define primary duties, qualifications and job scope but should not limit the incumbent nor the organization to the work identified. It is our expectation that every employee will offer his/her services wherever and whenever necessary to ensure the success of the District's/department's goals. Actual duties, responsibilities, frequency, and percentages may vary depending upon building assignments and other factors.

- Leads/manages graphic design area of the department
- A wide degree of creativity and latitude is expected and required
- Plan, develop, and produce simple to complex graphic sketches, design, and copy layouts in preparation for production on printing presses, copiers, poster printers, etc. for a variety of products
- Determine the size and arrangement of illustrative material and copy, selects style and size of type, and arranges layout based upon available space, knowledge of layout principles, and aesthetic design concepts
- Apply a variety of commonly used concepts, practices, and procedures for graphic design, relying on experience and judgment to plan and accomplish goals
- Rely on experience and judgment to plan and accomplish projects and goals
- Prepare electronic files, review on screen, and troubleshoot problems
- Email proofs to customers for approval before printing.
- Send electronic files to color digital presses and black/white production copiers for proofing and multiple copy printing
- Create PDF files for printing and electronic distribution
- Create fillable PDF files
- Design and prepare for printing variable data documents for delivery through the U.S. Postal Service, including address verification and reports utilizing AccuZIP software.

- Properly prepare designs/layouts for delivery of files to external vendors for a variety of purposes/materials (paper, clothing, engraving, signage, billboards, print and Internet advertising, promotional items, etc.)
- Perform installation of computer software, including updates
- Utilize Print Shop Pro Manager electronic work order system software: review work orders for instructions, edit details as needed to match requested services, update orders for correct pricing
- Operate and maintain desktop graphics scanner for the purpose of scanning and preparing photos, images, and documents
- Load substrate, operate, and maintain wide-format printer
- Operate color copier and digital color press to generate proofs
- Review printed proofs for accuracy and quality
- Perform routine maintenance and troubleshoot computer system and printer problems
- File electronic documents and printed samples
- Assist in other areas of the department if needed: digital press, copiers, finishing, and distribution
- Create and maintain backups of graphic design computer files
- Coordinate work with other department areas and supervisor
- Functions as the District webmaster/sites administrator
- Produce graphic sketches, designs, and copy layouts for on-line content
- Apply concepts, practices, and procedures of web design, relying on experience and judgment to plan and accomplish goals
- Create, maintain, and support content placement of web pages within the main District public (internet) web site
- Create, maintain, and support content placement of web pages within the individual schools' public (internet) web sites
- Support creation, content placement, and maintenance of individual staff member (instructors, counselors, etc.) public (internet) and internal (intranet) web sites
- Create, maintain, and support content placement of departmental web pages within the District's internal (intranet) web sites
- Create, maintain, and support content placement of web pages on the Document Services web site
- Monitor and test web sites/pages for web accessibility compliance; edit and correct errors as needed
- Assist with developing and implementing procedures and guidelines for creating and maintaining District, school, department, and individual staff web sites and web pages
- Create, maintain, manage, and monitor District social media accounts, including schools and club/activities accounts.
- Coordinate Internet/web design projects with communications director, technology department, schools, and staff

- Utilize online IT Help Desk system to assist users with web site questions, problems, and training
- Assign and monitor tasks delegated to interns, part-time, and other employees working with graphic and web design projects
- Assist customers, answer telephone, reply to emails, attend shop meetings

NON-ESSENTIAL DUTIES:

- Perform any and all other duties as assigned by the Document Services Supervisor

The physical demands, work environment factors, and mental functions described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

PHYSICAL DEMANDS:

While performing the duties of this job, the employee is required to stand; walk; sit; use hands and fingers to handle or feel. The work requires the use of telephone and using fingers to operate computer keyboards. The employee is continually hearing and speaking to exchange information. The employee is required to reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl.

In a 9-hour workday, this job requires:

R – Rarely (Less than .5 hr per day)

O – Occasionally (.5 – 2.5 hrs per day)

F – Frequently (2.5 – 6 hrs per day)

C – Continually (6 – 9 hrs per day)

NA – Not Applicable

Physical Requirements	NA	R	O	F	C
Sitting					X
Stationary Standing			X		
Walking (level surface)			X		
Walking (uneven surface)		X			
Crawling		X			
Crouching (bend at knees)			X		
Stooping (bend at waist)			X		
Twisting (knees/waist/neck)				X	
Turn/Pivot				X	
Climbing (stairs)			X		
Climbing (ladder)		X			
Reaching overhead			X		
Reaching extension			X		
Repetitive use arms				X	
Repetitive use wrists					X
Repetitive use hands grasping			X		
Repetitive use hands squeezing			X		
Fine manipulation					X

Using foot control		X			
*Pushing/Pulling Maximum weight: 50 lbs.				X	
Lifting Maximum weight: 50 lbs.				X	
Carrying Maximum weight: 50 lbs.				X	

WORK ENVIRONMENT:

Employee will work primarily in a school/office environment with both natural and fluorescent lighting with moderate to loud noise levels.