

COLTON JOINT UNIFIED SCHOOL DISTRICT

CLASS TITLE: GRAPHIC DESIGN TECHNICIAN

BASIC FUNCTION:

Under the direction of an assigned supervisor, conceptualize, design and produce print and digital-ready resource material (promotional, marketing, advertising, etc.) for both internal and external district marketing and academic efforts; create and implement design standards; perform related printing work as assigned.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

Conceptualize, design and produce print and digital-ready resource material including, but not limited to, forms, brochures, infographics, social media-oriented graphics, signage, promotional items, tradeshow graphics, graphics for digital distribution, web banners, charts, and graphs and other visual concepts, layouts, images and content.

Drafts and/or designs marketing items, announcements, digital advertisements, and other communications for Special Events for District school sites and departments.

Respond to general design inquiries such as logo requests, re-sizing needs and general formatting.

Collaborate with staff to edit existing and/or create new page layouts and graphics; set up and adjust artwork for print jobs and prepare jobs for printing.

Maintain design guidelines, digital assets, and graphic archives.

Operate a computer and assigned software including, but not limited to, Microsoft Word and Excel, Adobe Illustrator, InDesign, Photoshop, and Acrobat Pro; utilize software for mail merging certificates, tickets, and letters.

Create preliminary proofs with the use of high speed copier and/or digital printing equipment in the reproduction of high-quality printed material; operates a variety of assigned equipment including a paper cutter, mail meter machines, binding machines/equipment and stitcher machine; maintain equipment in working order and perform basic and routine maintenance as necessary.

Communicates with printing personnel, District personnel, vendors and outside organizations to exchange information and resolve issues or concerns; answer phone calls and respond to inquiries; provide pricing and billing quote information as assigned.

Maintains a clean and organized print shop environment.

Devise and contribute to guidelines for file setup, pre- and post-production and archiving both print and digital projects.

OTHER DUTIES:

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Desktop publishing and design software, including, but not limited to, Word, Excel, Adobe

Illustrator, InDesign, Photoshop, and Acrobat Pro

Strong communication and writing skills.

Effective time management and customer relations.

English, grammar, spelling and punctuation.

Typography, design, color and layout skills.

Principles, processes and equipment used in offset printing, graphics, duplicating and high-speed photocopying.

Basic methods, practices and terminology used in District delivery functions.

Inks and paper stock used in photocopying.

Record-keeping techniques.

Interpersonal skills using tact, patience and courtesy.

Binding procedures.

Bulk mailing.

Basic inventory methods and practices.

Health and safety regulations.

ABILITY TO:

Must have the ability to successfully multi task, meet deadlines, be detail oriented and accurate, work in a fast-paced environment, take initiative and manage production of projects from concept to completion in a timely manner with attention to detail, along with the ability to work cooperatively with a diverse group of individuals.

The ability to consult and communicate effectively with staff and students and to interpret and translate their needs into effective visual formats.

Establish and maintain cooperative and effective working relationships with others.

Learn new software and software updates.

Understand and follow oral and written directions.

Estimate and order supplies for print projects.

Maintain records and prepare reports.

Complete work with many interruptions.

Observe health and safety regulations.

Observe legal and defensive driving practices.

Operate a variety of finishing equipment as assigned.

Work independently with little direction.

Operate a District vehicle to conduct work.

EDUCATION AND EXPERIENCE:

Education: Graduation from high school or equivalent. Completion of college level coursework in communications, marketing, and/or graphic design is desired. Associate's degree is preferred.

Experience: Two years of experience in graphic design or print production including operating high-speed duplicating equipment.

Any combination of training and/or experience that could likely provide the required knowledge and abilities may be considered.

LICENSES AND OTHER REQUIREMENTS:

Valid California Class C driver's license.

WORKING CONDITIONS:

ENVIRONMENT:

Print shop environment.

Constant interruptions.

Noise from equipment operation.

Driving a vehicle to conduct work.

PHYSICAL DEMANDS:

Dexterity of hands and fingers to operate a variety of assigned equipment.

Sitting, standing and walking for extended periods of time.

Lifting, carrying, pushing or pulling heavy objects as assigned by position.

Seeing to read a variety of materials and monitor printing operations.

Bending at the waist, kneeling or crouching to retrieve and store materials.

Reaching overhead, above shoulders and horizontally.

Hearing and speaking to exchange information.

Climbing ladders.

HAZARDS:

Working from heights.

Traffic hazards.

Working with machinery with moving parts