

## RIVERSIDE UNIFIED SCHOOL DISTRICT

### CLASS TITLE: GRAPHIC DESIGN AND DIGITAL CONTENT SPECIALIST (Range 35)

#### **BASIC FUNCTION:**

Under the direction of an assigned supervisor, the Graphic Design and Digital Content Specialist is responsible for creating, designing, overseeing and deploying original web, electronic and print materials and communications to promote the Riverside Unified School District (RUSD), it's students, families, staff, programs, accolades and initiatives. Candidate will be responsible for creating and implementing design standards and ensuring the fidelity of the standards. Candidate will work closely with the RUSD Media Production team and collaborates with staff across the organization. This position will be a key part of the District's communications team.

#### **REPRESENTATIVE DUTIES:**

Designs, improves, and regularly updates the content on the organization's family of websites, including the main site at [www.rusdlink.org](http://www.rusdlink.org) (E)

Manages and maintains all aspects of district website (E)

Uses modern graphic design expertise to produce brochures, infographics, social media-oriented graphics, signage, promotional items, tradeshow graphics, websites, web ads, video graphics, charts, and graphs and other visual concepts, layouts, images and content (E)

Uses Adobe Illustrator, InDesign, and Photoshop on a variety of in-house design projects including signage, flyers, and displays (E)

Works collaboratively with staff to edit and post online content (E)

Creates dynamic graphics and content for RUSD presentations

Creates forms, charts, electronic surveys and other data collecting solutions

Drafts and/or designs action alerts, announcements, and other communications to the District's e-mail list members (E)

Proofreads and fact-checks the organization's communications before publishing content (E)

Designs and produces subject-matter reports and the organization's all-digital annual report (E)

Troubleshoots RUSD website and assists staff with web-related issues (E)

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

E=Essential functions

Approved 2/24/17

Supports and identifies ongoing design needs such as document updates, template population and field requests.

Performs related duties as assigned

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

Word processing and design software, including Word, InDesign, the entire Adobe Suite, and Acrobat Professional

Strong communication and writing skills

English, grammar, spelling and punctuation

Effective time management and customer relations

Organizational skills

Typography, design, color and layout skills

X/HTML

CSS

W3C web standards

File Maker Pro

PHP and JavaScript

Google Analytics

Website design software

**ABILITY TO:**

Identify design specifications and needs

Work in a fast-paced environment

Handle multiple tasks

Respond effectively to unexpected challenges

Work both independently and collaboratively with team members and staff across the organization

Address problems using reasoning and judgement to develop practical and creative solutions as needed

Learn new software and software updates

Understand and follow oral and written directions

Establish and maintain cooperative and effective working relationships with others

Effectively present information and respond to questions from groups of managers, clients, customers and the general public.

**EDUCATION AND EXPERIENCE:**

A Bachelor's degree, preferably in communications, marketing, and/or graphic design, and two years of relevant work experience managing content on websites, blogs, and other online platforms, including experience with Drupal or a comparable content management system. Additional experience may be substituted for education on a year-for-year basis. Experience working with social media staff and web design consultants strongly preferred.

**LICENSES AND OTHER REQUIREMENTS:**

Valid California driver's license.

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**WORKING CONDITIONS:**

**ENVIRONMENT:**

Indoor environment.

Driving a vehicle to conduct work.

**PHYSICAL ABILITIES:**

Seeing to perform activities.

Prolonged sitting

Hearing and speaking to exchange information.

Lifting up to 25 lbs.

Dexterity of hands, wrists and fingers to operate a computer keyboard.