

JOB DESCRIPTION

PATERSON BOARD OF EDUCATION

COMMUNICATIONS
4813 Graphics Coordinator
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REVISED

JOB TITLE: GRAPHICS COORDINATOR

REPORTS TO: Executive Director of Communications

NATURE AND SCOPE OF JOB:

The Graphics Coordinator will oversee the design, development and maintenance of communications materials for Paterson Public Schools. Working with the Director of Communications, the coordinator will be responsible for the creation of effective and timely products that support the efforts of the department to communicate. The Graphics Coordinator will have an in-depth understanding of website design and graphic techniques and photography. The coordinator will attend district events during the day and occasional evenings as needed. The focus of the Graphics Coordinator is to support the efforts of the Communications Department to communicate effectively with students, staff and stakeholders of Paterson Public Schools. The Graphics Coordinator must be responsible, attentive to detail, a self-starter, and willing to play an active role in a busy communications office.

QUALIFICATIONS:

The Graphics Coordinator shall:

1. Hold an Associates' Degree from an accredited college or university.
2. Have a minimum of two (2) years experience in website and/or graphic design.
3. Demonstrate excellent command of the English language, both orally and in writing, using proper grammar and vocabulary, bilingual preferred.
4. Demonstrate a superb sense of graphic design; be a creative self-starter.
5. Hold and maintain a valid drivers' license with no serious violations (optional).
6. Have excellent integrity and demonstrate good moral character.
7. Have the ability to work with a diversified school district.
8. Provide proof of United States citizenship or legal resident alien status by completing Federal Form I-9 in compliance with the Immigration Reform and Control Act of 1986.

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9. Provide evidence that a criminal record history check has been conducted and clearance has been given by the Department of Education. During the initial six month period provide a sworn statement that the individual has not been convicted of a crime or a disorderly person's offense in accordance with 18A:6-7.1.
10. Provide evidence that health is adequate to fulfill the job functions and responsibilities, with reasonable accommodation pursuant to 42 U.S.C. 12101 and in accordance with N.J.A.C. 6:3-4A.4.
11. Pass the state required Mantoux Intradermal Tuberculin Test as required by N.J.A.C. 6:3-4A.4.
12. Meet such alternatives to the above qualifications as the Superintendent may find appropriate and acceptable.

VERIFICATION OF COMPETENCY:

1. District application and resume.
2. Official College Transcript.
3. A minimum of three letters of reference from former employers or other professional sources.
4. Demonstration of writing proficiency.
5. Employment interview.

EMPLOYMENT TERMS:

The Graphic Coordinator shall be employed under the following terms:

1. Work year of twelve months.
2. Salary, benefits, leave time and conditions as negotiated.
3. Conditions established by all laws and codes of the State, and all policies, rules, and regulations established by the Board of Education (N.J.S.A. 18A:27-4 et seq. Seq.).

JOB FUNCTIONS AND RESPONSIBILITIES:

The Graphics Coordinator shall:

1. Maintain, update, and oversee the district website.
2. Oversee the graphic design of district communications materials including newsletters, brochures, web pages, and public presentations.
3. Work with the Communications Director and communications staff to create new and dynamic ways to communicate with students, staff, and district stakeholders.
4. Strive to maintain a consistent visual image throughout all district communications materials.
5. Oversee photography effort for the district. Attend and record significant school and district events on film as requested and maintain photo archives.
6. Expand on knowledge and understanding of digital technology in order to maintain cutting-edge quality throughout all communications efforts.
7. Provide assistance and technical support during district presentations, as requested.
8. Have an understanding and appreciation for the communications needs of a multi-cultural, highly diverse community.
9. Add input into the creative and strategic planning efforts of the Communications Department.
10. Protect confidentiality of records and information about staff, and use discretion when sharing any such information within legal confines.
11. Adhere to federal statutes and regulations, New Jersey school law, construction codes, State Board of Education rules and regulations, Board of Education policies, procedures, and contractual obligations.
12. Perform any duties and responsibilities that are within the scope of employment as assigned by the Director of Communications and not otherwise prohibited by law or regulation.
13. Protect confidentiality of Superintendent records and information about staff, and use discretion when sharing any such information within legal confines.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential responsibilities and functions of the job and are not meant to be all inclusive. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential responsibilities and functions of the job.

Unless reasonable accommodations can be made, while performing this job the staff member shall:

1. Use strength to lift items needed to perform the functions of the job.
2. Sit, stand and walk for required periods of time.
3. Speak and hear.
4. Use close vision, color vision, peripheral vision, and depth perception along with the ability to focus vision.
5. Communicate effectively in English, using proper grammar and vocabulary. American Sign Language or Braille may also be considered as acceptable forms of communication.
6. Reach with hands and arms and use hands and fingers to handle objects and operate technical equipments, computers, and/or controls.

ENVIRONMENTAL DEMANDS:

The environmental demands described here are representative of those that must be met by an employee to successfully perform the essential responsibilities and functions of the job and are not meant to be all inclusive.

1. Exposure to a variety of childhood and adult diseases and illnesses.
2. Occasional exposure to a variety of weather conditions.
3. Exposure to heated/air conditioned and ventilated facilities.
4. Exposure to a building in which a variety of chemical substances are used for cleaning, instruction, and/or operation of equipment.
5. Function in a workplace that is usually moderately quiet but that can be noisy at times.

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EVALUATION:

The Executive Director of Communications shall evaluate the Graphics Coordinator in accordance with Policy No. 4220, Regulation No. 4220, this Job Description, and such other criteria as shall be established by the Board of Education.

Dr. Michael Glascoe
Approved

5-29-08
Date

Signature on file in Human Resource Services.