Poudre School District

HUMAN RESOURCES DEPARTMENT

JOB DESCRIPTION

Job Title:	**Branding Coordinator & Graphic Designer**	FLSA Status:	**Exempt**
Job Family:	**Support Services**	Pay Range:	**SS25Y**
Prepared/Revised Date:	**February 7, 2025**	Job Code:	**36602**

SUMMARY: Responsible for creating visually compelling materials that align with the district's brand identity. This role develops designs for both print and digital platforms, ensuring consistent and effective visual communication across all channels.

ESSENTIAL DUTIES AND RESPONSIBILITIES: *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. Frequency of duties, percent of time and work year may vary based on department or building assignment. This job description is not intended to be all inclusive and the employee will also perform other reasonably related duties as assigned by the supervisor.*

1. Design and produce branded materials, including flyers, brochures, posters, and digital graphics for district-wide initiatives.
2. Develop and maintain templates and resources to support schools and departments in producing high-quality, on-brand materials.
3. Collaborate with district and campus leaders to ensure branding consistency across all communications, campaigns, and events.
4. Support marketing campaigns by creating visuals for enrollment, community engagement, and promotional efforts.
5. Stay updated on design trends and tools to enhance the district's visual communication strategies.
6. Perform other duties as assigned.

EDUCATION AND RELATED WORK EXPERIENCE:

- Bachelor's degree in graphic design, art, visual communications, or a related field
- Three years of experience in graphic design, with expertise in print and digital media
- Equivalent combination of education and experience acceptable

LICENSES, REGISTRATIONS or CERTIFICATIONS:

- Criminal background check required for hire

TECHNICAL SKILLS, KNOWLEDGE & ABILITIES:

- Advanced proficiency in graphic design software such as Adobe Photoshop, Illustrator, and InDesign
- Strong understanding of branding principles and the ability to maintain consistency across diverse media
- Experience designing materials for both print and digital platforms
- Knowledge of ADA compliance for visual materials and digital accessibility standards
- Excellent layout and typography skills to create visually appealing and professional designs

- Ability to manage multiple projects with competing deadlines
- Ability to collaborate effectively with diverse stakeholders
- Excellent time management and organizational skills
- Illustration skills in traditional and digital media to offer schools new logo creation and other custom graphics for use in print and on the web
- Highly developed creative skill set and strong knowledge of contemporary design with the ability to work within an environment of limited resources and urgent deadlines
- Proficient in MS Word, Excel, and PowerPoint; user interface design, including CSS layout and styling experience; troubleshooting HTML
- Proficient in print design and layout, knowledge of printing methods, pre-press, and ability to work closely with print vendors
- Ability to follow written documentation
- Ability to maintain confidentiality in all aspects of the job
- Ability to manage multiple tasks with frequent interruptions, use time efficiently, demonstrate attention to detail, follow instructions, and respond to management direction
- Ability to participate and work in a team environment
- Ability to write clear and accurate documentation at both the end-user and the technical levels
- Ability to do online research, read and understand trade and technical publications, and apply skills acquired through such research
- Ability to maintain honesty and integrity in all aspects of the job
- Ability and willingness to adhere to attendance requirements, including regular and punctual employee presence
- Ability to promote and follow Board of Education policies, District policies, administrative guidelines and building and department procedures
- Ability to communicate, interact and work effectively and cooperatively with people from diverse ethnic and educational backgrounds
- Ability to recognize the importance of safety in the workplace, follow safety rules, practice safe work habits, utilize appropriate safety equipment, and report unsafe conditions to the appropriate administrator

MATERIALS AND EQUIPMENT OPERATING KNOWLEDGE:

- Advanced operating knowledge of and experience with personal computers, peripherals, hardware, software, server, network, and media equipment/systems, including maintenance, repair, and troubleshooting skills
- Operating knowledge of and experience with typical office equipment, such as telephones, copier, fax machine, E-mail, etc.

REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:

	POSITION TITLE	# of EMPLOYEES
Reports to:	Executive Director of Communications	
Direct reports:	This job has no direct supervisory responsibilities.	

STANDARD PHYSICAL DEMANDS & WORKING CONDITIONS: *Poudre School District is committed to the full inclusion of all qualified individuals. As part of this commitment, Poudre School District will ensure that qualified individuals with disabilities are provided reasonable accommodations. If reasonable accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits and privileges of employment, please contact ada@psdschools.org.*

PHYSICAL ACTIVITIES:	**Amount of Time**			
	None	**Under 1/3**	**1/3 to 2/3**	**Over 2/3**
Stand			X	
Walk			X	
Sit			X	
Use hands to finger, handle or feed				X
Reach with hands and arms				X
Climb or balance		X		
Stoop, kneel, crouch, or crawl		X		
Talk				X
Hear				X
Taste	X			
Smell	X			

WEIGHT and FORCE DEMANDS:	**Amount of Time**			
	None	**Under 1/3**	**1/3 to 2/3**	**Over 2/3**
Up to 10 pounds				X
Up to 25 pounds			X	
Up to 50 pounds		X		
Up to 100 pounds	X			
More than 100 pounds	X			

MENTAL FUNCTIONS:	**Amount of Time**			
	None	**Under 1/3**	**1/3 to 2/3**	**Over 2/3**
Compare				X
Analyze				X
Communicate				X
Copy				X
Coordinate				X

MENTAL FUNCTIONS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Instruct				X
Compute			X	
Synthesize			X	
Evaluate			X	
Interpersonal Skills				X
Compile		X		
Negotiate			X	

WORK ENVIRONMENT:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Wet or humid conditions (non-weather)	X			
Work near moving mechanical parts	X			
Work in high, precarious places	X			
Fumes or airborne particles	X			
Toxic or caustic chemicals	X			
Outdoor weather conditions	X			
Extreme cold (non-weather)	X			
Extreme heat (non-weather)	X			
Risk of electrical shock	X			
Work with explosives	X			
Risk of radiation	X			
Vibration	X			

VISION DEMANDS:	Required
No special vision requirements.	
Close vision (clear vision at 20 inches or less)	X
Distance vision (clear vision at 20 feet or more)	
Color vision (ability to identify and distinguish colors)	X
Peripheral vision	
Depth perception	
Ability to adjust focus	X

NOISE LEVEL:	Exposure Level
Very quiet	
Quiet	
Moderate	X
Loud	

NOISE LEVEL:	Exposure Level
Very Loud	