

EAST BAY REGIONAL PARK DISTRICT

GRAPHIC DESIGNER

GENERAL FUNCTION

Under supervision, to conceptualize designs, art, and layout for various District, and Foundation manufactured products, electronic media, and printed materials, at times working with partnering agencies.

ESSENTIAL FUNCTIONS

Produces graphic art for use in a variety of media (manufactured products, and electronic and print) for use in a variety of public information publications and client projects for public and promotional outreach and marketing. Examples include, but are not limited to: brochures, flyers, periodical/web-based/transit advertising, programs, newsletters, booklets; graphics for special events, signage, apparel, the Web, and vehicles; environmental graphics, ad specialty items, corporate collateral, and branding. Maintains District's and Foundation's branding identity and style. Creates illustrations, drawings, and designs to specifications given or from personal visualization of what would be appropriate/attractive; selects among options with respect to colors, materials, and methods (traditional manual, photographic, and computer-assisted); designs and produces layouts integrating text, artwork, and graphics into final product for supervisory review; performs related duties as assigned.

MINIMUM QUALIFICATIONS

Education: Equivalent to completion of twelfth grade and a minimum of 60 semester or 90 quarter units of college credit with major coursework in graphic art, graphic design, or similar (i.e. fine art with skills in graphic design and production); and

Experience: Two years of work experience as a graphic artist, illustrator, or designer in a publication-producing field.

Substitution: A two-year certificate in graphic design and production may be substituted for two years of college education.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of recent developments in computer-assisted art production. Knowledge of design principles. Skilled in drawing. Ability to produce art /layout using the Macintosh platform. Must possess competency in word processing, spreadsheets, and email; and be proficient in the most current graphics software application programs. Ability to interact and coordinate with multiple clients. Ability to communicate effectively. Ability to prioritize tasks and operate under pressure. Ability to establish and maintain positive and cooperative working relationships with those contacted in the course of work at all levels, including a culturally diverse general public, with a focus on quality service to internal staff and external customers and park users.

REPORTS TO: Publications Coordinator

Employment Category: AFSCME, Local 2428, Monthly Salary Effective 3/22/03: \$3,900.00 - \$4,251.00

Replaces "Publications Aide," Adopted by Board: March 13, 1995

Revision Approved by General Manager: December 18, 2003

Revision Approved by General Manager: December 15, 2010