

TITLE: <u>Graphic Arts Coordinator</u>	SALARY SCHEDULE: <u>Staff</u>	CLASS CODE: <u>SA508</u>
UNION: <u>Staff Association – Local 2071, U.A.W.</u>	SALARY GRADE: <u>13</u>	EEO CODE: <u>50</u>
	FLSA: <u>Non-Exempt</u>	E- CLASS: <u>SA</u>

POSITION PURPOSE

Oversee the production of graphic arts and printing activities to ensure adherence to established University guidelines and to meet the needs of clients in a School, College or Division of the University. Perform techniques utilized in the planning, layout, design and production of graphic art work, printing and photography while operating specialized photographic equipment and computer applications.

ESSENTIAL JOB FUNCTIONS

- Plan and coordinate graphic arts and printing activities. Meet with clients to discuss development and processing of work order requests to ensure appropriate format and design is attained. Perform design, illustration, layout and production for various promotional, advertising and marketing materials e.g. pamphlets, flyers, brochures, publications.
- Provide functional supervision to a large number (7-10) of subordinate designers, artists, clerical and part-time technicians. Assign, monitor and review technical skills and methods and work activities. Maintain adequate scheduling and production of printing jobs. Train in appropriate methods and procedures. Provide technical direction and assistance.
- Research and contact outside vendors and art sources to handle print work. Monitor and maintain materials, equipment and supplies inventory; order as needed. Keep abreast of state-of-the-art technology as used in graphics, printing and photographic work.
- Review and monitor purchase requisitions and designs for all promotional, advertising, marketing and original writing items submitted from various areas of the University to ensure all requests are in compliance with University guidelines and procedures.
- Oversee and monitor departmental billings, revenues and expenditures. Maintain activity reports and log-in work order requests. Compile data and prepare special reports, files and summaries on departmental operations, e.g. minority vendor, productivity, revenues/expenditures, etc.
- Operate specialized equipment, tools and materials used in graphics, printing and photographic work. Clean, maintain and repair equipment as needed.
- Perform related work as assigned.

THIS DESCRIPTION IS INTENDED TO INDICATE THE KINDS OF TASKS AND LEVELS OF WORK DIFFICULTY THAT WILL BE REQUIRED OF POSITIONS THAT WILL BE GIVEN THIS TITLE AND SHALL NOT BE CONSTRUED AS DECLARING WHAT THE SPECIFIC DUTIES AND RESPONSIBILITIES OF ANY PARTICULAR POSITION SHALL BE. IT IS NOT INTENDED TO LIMIT OR IN ANY WAY MODIFY THE RIGHT OF ANY SUPERVISOR TO ASSIGN, DIRECT AND CONTROL THE WORK OF EMPLOYEES UNDER THEIR SUPERVISION. THE USE OF A PARTICULAR EXPRESSION OR ILLUSTRATION DESCRIBING DUTIES SHALL NOT BE HELD TO EXCLUDE OTHER DUTIES NOT MENTIONED THAT ARE OF SIMILAR KIND OR LEVEL OF DIFFICULTY.

ADDITIONAL COMMENTS

This classification is designed to provide technical assistance in graphic art, printing and photographic services for clients (e.g. faculty, students and administrators) who wish to promote the University or an operational area through publications, advertising and other marketing efforts. Work activities require knowledge of and experience in graphic art techniques, e.g. design, layout, illustration, keylining, production and printing. Familiarity with graphic computer software and various printing and photographic equipment is necessary. Human relations skills are important to serve and meet client needs. Functional supervision is exercised over a large number (7-10) of designers, artists, office and part-time technician support personnel. This classification is generally located in a Marketing and/or Communications area in a School, College or Division of the University. This classification reports to and receives work direction from a management level position.

MINIMUM QUALIFICATIONS

- High school graduate or equivalent combination of education and/or experience; supplemented by advanced coursework in commercial or graphic arts.
- Extensive knowledge of and experience in print and production procedures.
- Extensive knowledge of or experience operating technical equipment, tools and materials as used in graphics, printing and photographic work.
- Ability to communicate effectively with others.
- Some supervisory experience.
- Ability to meet established deadlines; keen attention to detail.
- Typically, incumbents have held positions as a Graphic Artist or Designer.