

JOB DESCRIPTION

POSITION TITLE: Graphic Designer	JOB CODE: 488A
DIVISION: Strategy and Accountability	SALARY SCHEDULE: Professional/Supervisory Support
DEPARTMENT: Communications	WORKDAYS: 238
REPORTS TO: Director, Content and Marketing	PAY GRADE: Rank G (NK07)
FLSA: Exempt	PAY FREQUENCY: Monthly
PRIMARY FUNCTION: Designs and creates visual content and coordinates digital content creation. Uses digital marketing and graphic design tools to develop attractive content that supports brand and communication goals. Collaborates to develop graphics for print, web, and social media that markets ongoing district activities to a variety of internal and external stakeholders.	
REVISION DATE(S): 5/25	

REQUIREMENTS:

1.	Educational Level: Bachelor's degree or its equivalency (2 years similar work level experience = 1 year of college; a combination of experience and education may be used to meet the bachelor's degree requirement)
2.	Certification/License Required: None
3.	Experience: 5 years of experience in graphic design, digital content creation, or visual communications. Ability to use a variety of design tools , including a proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat), Canva, and other and other similar tools.
4.	Physical Activities: Routine physical activities that are required to fulfill job responsibilities
5.	Knowledge, Skills, & Abilities: Exceptional visual design skills; attention to detail; familiarity with content management systems; digital media market knowledge; multi-media technology proficiency; deep understanding of design for both digital and print media.

The Board of Education and the Superintendent may accept alternatives to some of the above requirements.

ESSENTIAL DUTIES:

1.	Demonstrates prompt and regular attendance.
2.	Creates compelling content to be distributed across all channels including website, social media, mobile, video, print, and email.
3.	Creates infographics, multimedia content and other similar visual representation of information in digitally friendly formats.
4.	Creates compelling, brand-aligned and consumer focused graphics for distribution across multiple platforms.
5.	Develops and manages content calendar across all platforms.
6.	Translates complex information and data into understandable, clear, visual storytelling elements. lay-friendly content.
7.	Relates technical material in a style that uses a visually friendly format.
8.	Collaborates with cross-functional stakeholders to create visual assets based on communications goals, and divisional priorities and needs.
9.	Reports on digital results and provide insights and recommendations to inform future graphic and content designs
10.	Performs other duties as assigned by appropriate administrator.

Signature of Employee _____ Date _____

Signature of Supervisor _____ Date _____