

GRAPHICS DESIGNER

This class specification indicates, in general terms, the type and level of work performed as well as the responsibilities of employees in this classification. The job functions described are not to be interpreted as being all-inclusive to any specific employee.

DEFINITION

Under general supervision, coordinates the development and production of a wide variety of visual communication, graphic design, and print production materials for OC San staff including brochures, flyers, posters, displays, annual reports, and presentations; implements program goals and objectives; performs a variety of administrative tasks in support of assigned area of responsibility; and performs duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from assigned supervisory and/or managerial staff. Exercises no direct supervision of staff.

CLASS CHARACTERISTICS

This classification is responsible for performing the full range of graphic design duties, working independently, and exercising judgment and initiative. Positions at this level receive only occasional instruction or assistance as new or unusual situations arise and are fully aware of the operating procedures and policies of the work unit. Work is normally reviewed at critical points of assigned projects for soundness of technical judgment and to determine if desired overall objectives have been achieved.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS (Illustrative Only)

The following essential job functions are typical for this classification. Incumbents may not perform all of the listed job functions and/or may be required to perform additional or different job functions from those set forth below to address business needs and changing business practices.

- Develops, designs, and produces a wide variety of printed and visual media materials including newsletters, brochures, flyers, posters, presentations, displays, annual reports, and promotional pieces; oversees and coordinates projects that are outsourced.
- Creates the brand design for OC San and specific program-related campaigns; prepares specifications for brand colors and typography for OC San brand and various programs.
- Consults on environmental design and interior design elements; rebrands various OC San spaces with graphics, paint, furniture, furnishings, and signage as assigned.
- Utilizes a wide variety of graphic software, graphic techniques, desktop publishing techniques, and production equipment and supplies to prepare and/or design layouts and produce graphic materials; determines composition, views, and perspective necessary for functional and aesthetic presentation.
- Works with project coordinators to define specifications and layout requirements; recommends creative alternatives to convey the desired effect; selects appropriate techniques; develops job schedules for review and revision of materials; establishes budget parameters; interfaces with project coordinators at critical steps of the project for review and revisions.
- Works closely with all levels of OC San staff in all departments; prepares and presents design concepts for management input.

- Creates graphic materials for internal and external audiences, including the public, Board of Directors, OC San staff, and regulators.
- Sources and researches vendors; makes recommendations on selection; oversees and works with outside vendors as needed to ensure project work meets specifications and established schedules and budgets.
- Catalogs and manages OC San photographs and other graphic assets; photographs and purchases stock photography for use in design.
- Researches, evaluates, and recommends the purchase of new graphic communication hardware and software; assists in preparing proposals for the purchase of new equipment; coordinates the installation of new equipment with the Information Technology Division.
- Maintains awareness of new developments in the field of graphics technology; incorporates new developments as appropriate into programs.
- Provides art direction for website and social media site content and design; provides innovative website ideas.
- Assists with the organization, preparation, and execution of events, including employee activities and public events.
- Mentors and coaches student interns, temporary workers, and contractors assigned to the graphics function; provides general oversight and direction on work related to design products.
- Ensures established safety and health procedures and precautions are adhered to, corrects unsafe work conditions/practices, and/or reports unsafe work conditions/practices to assigned supervisory or managerial staff.
- Performs duties as assigned.

QUALIFICATIONS

Knowledge of:

- Applicable federal, state, and local laws, codes, and ordinances relevant to area(s) of responsibility.
- Principles and practices of graphic communication program development and implementation.
- Basic principles and practices of project management.
- Basic operations, services, tools, and activities of graphic communication programs.
- Concepts, methods, and techniques of graphic design and print production, development of graphic presentations, drawings, illustrations, and photo editing, taking photographs, and desktop publishing for internal and external distribution.
- Basic methods and techniques of applying color theory, typography theory, and/or interior design principles.
- Operational characteristics of desktop publishing and graphics materials and tools.
- Recent and on-going developments, current literature, and sources of information related to the operations of the assigned programs.
- Basic principles and practices of contract administration.
- Principles of business letter writing and basic report preparation.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Current equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

Ability to:

- Perform a variety of routine to complex duties in support of the development and production of a variety of visual communication, graphic design, and print production materials including graphics, reports, displays, charts, handouts, and posters for presentation and distribution by OC San staff, temporary workers, and contractors.

- Coordinate and direct graphic communication programs and projects including recommending and implementing goals and objectives for providing graphic communication media and establishing and ensuring alignment with design and brand standards.
- Prepare and present design concepts for management input.
- Import and export graphics and data for development of charts and graphs.
- Provide graphic software and hardware support and training to OC San staff.
- Work with vendors in the development of various graphic materials and preparation of files for offset printing.
- Work cooperatively with other departments, OC San management, and outside agencies to coordinate projects and meet client needs.
- Provide graphics oversight and technical/functional guidance to less experienced staff.
- Understand, interpret, and apply all pertinent laws, codes, regulations, policies and procedures, and standards relevant to work performed.
- Operate a motor vehicle to travel to various OC San sites, projects and/or meetings.
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.
- Use tact, initiative, prudence, and independent judgment within general policy and legal guidelines.
- Comply with safe work practices and procedures in the workplace.
- Provide a high level of customer service by effectively dealing with the public, vendors, contractors, and OC San staff.
- Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Employment Standards:

Any combination of education and experience that provides the required knowledge, skills, and abilities may be qualifying as determined by OC San.

1. Associate's degree from a college or university accredited by the U.S. Department of Education with major coursework in graphic design, visual communication, or a related field.
2. Five (5) years of work experience in the development of graphic materials for visual communication.

Licenses and/or Certifications:

- Must possess a valid California Class C Driver's License.

Disaster Service Workers:

All Orange County Sanitation District employees are designated Disaster Service Workers through state law (California Government Code Section 3100-3109). Employment with the Orange County Sanitation District requires the affirmation of a loyalty oath to this effect. Employees are required to complete all related training as assigned, and to return to work as ordered in the event of an emergency.

PHYSICAL DEMANDS

- Mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and visit various OC San sites; primarily a sedentary office classification although standing in work areas and walking between work areas may be required; occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information; ability to lift, carry, push, and pull materials and objects up to 35 pounds.
- Vision to read printed materials and a computer screen.
- Hearing and speech to communicate in person and over the telephone.

- Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment.

ENVIRONMENTAL ELEMENTS

- Office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances.
- Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

OTHER REQUIREMENTS

- May be required to work extended hours, including nights, weekends, and holidays when necessary.
- Probationary Period: All OC San employees, except classifications considered “at-will”, are subject to the probationary period provisions as specified in the applicable Memorandum of Understanding, policies, and/or resolutions. Employees who have not yet successfully completed their initial probationary period serve “at-will” and may be released from employment without cause or recourse to any appeal or grievance procedures.
- Pre-Employment: All employment offers are contingent upon successful completion of OC San’s pre-employment process, which includes a background investigation, a physical examination, and a drug screen.
- Work Location Assignment: Employees will be assigned to a work location based on business needs which may be located at any/all of OC San locations; this work location may be changed at any time.