



Job Description

TITLE:	Graphic Designer/Media Specialist	JOB CODE:	3255
DEPARTMENT:	Information Technology	FLSA:	Non-Exempt
PREPARED:	March 31, 2011	UPDATED:	August 31, 2020

Summary: Under general supervision of the Deputy Chief Information Officer, the Graphic Designer/Media Specialist develops graphics and forecasts with emphasis on maximizing the value of media strategies including printers and production printing. Analyzes, plans and creates visual solutions; ensures digital asset creation and management, including images, logos, etc. to facilitate consistent use of the County's brand identity and image.

Essential Job Functions: *The list that follows is not intended as a comprehensive list; it is intended to provide a representative summary of the major duties and responsibilities. Incumbent(s) may not be required to perform all duties listed, and may be required to perform additional, position-specific tasks.*

- Assists in the development of the department budget; collects data for the five-year strategic plan and assists with implementation.
- Effectively monitors expenditures related to various projects.
- Creates PC Consolidation Project each year; develops budgets, specifies equipment, requests and edits quotes; assists in the planning for deploying PCs within the County.
- Creates, understands, and updates social media: Face Book, Buzztown, and changes to the San Juan County web site.
- Responsible for photography at service awards, buildings, special events, and ceremonies.
- Prepares and organizes digital media for quick retrieval and location; works with outside printing, advertising and graphic design firms; proofs and grammar checks publications.
- Responsible for day-to-day coordination of all advertising and marketing campaigns, as well as the development of new web and social media initiatives. Tracks trends to assess the effectiveness of current campaigns that may influence future directions.
- Responsible for event hosting: themes, table layout, catering, linens, tents, and equipment provisions – while staying within budget.
- Reproduces and distributes documents to users: presentation boards, county business cards, specialized business cards, Riverview Golf Course business cards and advertisements, departmental letterhead, paycheck fliers, quarterly newsletters, and County advertisements.
- Places trouble calls and performs minor maintenance; ensures supplies are on hand.
- Must ensure compliance with WCAG 2.0 AA and other guidelines determined by the ADA Web Coordinator when making changes to any webpage.
- Performs other related duties as assigned.

Required Knowledge and Skills:

- Advanced knowledge of Adobe Photoshop CS4, Adobe InDesign CS4, Adobe Bridge, and Adobe Pro 9. Other necessary skills include: understanding of color theory, DPI, file sizes and compression, and the formats (such as .psd, .jpg etc.) as well as an eye for design.
- Knowledge of the methods and processes in web development and social media sites.
- Knowledge of County computer systems and accounting principles and practices.
- Knowledge of the principles and practices of records management and documentation procedures.
- Knowledge of techniques and practices for effective and efficient management of allocated resources.
- Knowledge of the principles and practices of customer service.
- Knowledge of County policies and procedures.
- Skill in analyzing and interpreting technical reports and documents.
- Skill in assessing and prioritizing multiple tasks, projects, and demands.
- Good design skills that promote effective marketing and communication.

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- Skilled at layout and design; understands concepts such as readability and visual communication; must be both left-brained (analytical) and right-brained (creative).
- Skill in working independently or as a team member.
- Skill in communicating effectively, both orally and in writing.
- Skill in establishing and maintaining effective working relationships with elected officials, County staff and the general public.
- Skill in the use of a personal computer, the network, and systems software.

Education and Experience

- High School diploma or GED equivalent and two (2) years of graphic design and media related production experience. Associate's degree and technical training in the computer field preferred, or, an equivalent combination of education and work experience sufficient to perform the duties of the position.
- Experience operating Xerox Digital Color Press 700X and its components; able to run production print jobs that ensure minimal cost and waste.
- Valid State of New Mexico Driver's license or able to obtain within six (6) months of employment.

Environmental Factors and Conditions/Physical Requirements:

- Work is performed in an office environment; may be subject to repetitive motion; may be subject to extended periods of intense concentration in the review of documents and reports.
- While performing the duties of this job, the employee is occasionally exposed to risk of electrical shock and vibration. The noise level in the work environment is usually moderate.
- Work schedule for this position may include working on religious holidays.
- Utilize, process, and navigate the County's electronic ERP system as necessary and appropriate based on the needs and requirements of this position.

Equipment and Tools Utilized:

- Equipment utilized includes computerized and conventional office equipment.

Approvals:

Employee: _____ **Date:** _____

Supervisor _____ **Date:** _____

Department Head: _____ **Date:** _____