

METRO Classification Description

Title: Associate Visual Communication Designer **Bargaining Unit:** AFSCME 3580
Job Code: 6032 **Established:**
Pay Range: 14 **Revised:** 2007
FLSA Status: Exempt – Professional, Creative

Classification Summary:

Perform a variety of graphic and environmental design activities including initiating, planning, developing, coordinating and evaluating graphic communications, signage and exhibit projects to promote the agency's education, outreach, marketing, development, animal management, visitor services and exhibit programs under general supervision.

Supervision Received:

Supervision is received from the Marketing or Creative Services Manager.

Supervision Exercised:

Provide lead direction to lower-level visual communication designers, clerical staff, maintenance staff, temporary employees, volunteers, contractors, and interns, including training, assigning and directing work on occasion.

Distinguishing Features:

This is the second, seasoned professional, level of a three-level series. The classification uses in-depth knowledge of graphic, environmental and exhibit design practices to develop print and media communication, interpretive exhibits and visitor education materials. Possesses the ability to function under general supervision and to serve as a lead over paraprofessional, maintenance, clerical staff, volunteers and interns.

Essential Functions:

An employee in this classification may perform any of the following duties. However, these examples do not include all the specific tasks that an employee in this classification may be expected to perform.

1. Designs, develops and produces material such as reports, flyers, interpretives, brochures, posters, signage and newsletters.
2. Designs, develops and produces interpretive and interactive components of exhibits to provide public understanding, education and interpretation of programs and exhibits.

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3. Designs and develops new methods for exhibits to keep public information up to date and “fresh” in accordance with Metro Brand and existing communication plan.
4. Determines graphics needs and coordinates and/or oversees design and production with other designers, interns, contractors, and other professional staff.
5. Develops and writes RFPs and contracts related to public communication and other functions. Monitors progress, billings and evaluation in order to implement Metro’s competitive bidding and contract process and to keep expenses in line with targeted department budget.
6. Assists in developing budgets to aid departmental planning.
7. Provides advice and information to staff on the design of print materials, environmental graphics and interpretive exhibits.
8. Presents design layouts and concepts in-house using appropriate media.

Secondary Functions:

1. Performs other related duties as assigned.

Job Specifications:

Bachelor’s degree in graphic or environmental design or related field and two years professional experience in those fields; or any combination of experience and education that provides this applicant with the desired skills, knowledge and ability required to perform the job.

Knowledge, Skills and Abilities:

1. Knowledge of graphic design and production principles and procedures
2. Extensive knowledge of visual communication principles and practices
3. Knowledge of typography, paper, printing and photographic processes and equipment
4. Knowledge of computer desktop publishing techniques
5. Ability to skillfully use the tools associated with graphic design and production
6. Excellent written and verbal communication skills
7. Ability to use creative skills in executing a project
8. Ability to plan and design print and electronic graphics and exhibits, including design objectives, procedures and evaluation techniques
9. Ability to interact effectively with personnel at all levels
10. Ability to train and lead staff and coordinate project teams

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Working Conditions:

This position requires the ability to perform those activities necessary to complete the essential functions of the job, either with or without reasonable accommodation. Position may require frequent or continuous standing, walking, fingering, talking, reaching, repetitive motions of the hands and/or wrists, feeling, sitting, grasping, handling and good general hearing. May occasionally require stooping, bending, kneeling and lifting or carrying up to 20 pounds. Duties require incumbent to work both indoors and outdoors, subject to inclement weather.