

SACRAMENTO CITY UNIFIED SCHOOL DISTRICT
Position Description

TITLE:	Specialist, Marketing and Graphic Design	CLASSIFICATION:	Non-Represented Management, Classified
SERIES:	Specialist I	FLSA:	Exempt
JOB CLASS:	9785	WORK YEAR:	12 Months
DEPARTMENT:	Communications	SALARY:	Range 3 Salary Schedule A
REPORTS TO:	Chief Communications Officer	BOARD APPROVAL:	10-09-2020

BASIC FUNCTION:

Under the direction of the Chief Communications Officer, the Marketing and Graphic Design Specialist is responsible for developing, designing, coordinating and leading a comprehensive marketing, artistic, and graphic design projects to advance the mission of Sacramento Unified School District as part of the District's Communication team. Perform related activities including, but not limited to, creation of graphic content such as logos, printed materials, publications, digital design, artwork, illustrations, animation, videos, images for publication, specialty items, advertisements, web pages and other production projects. Advises senior staff and serves as project lead on assigned branding and marketing campaigns.

REPRESENTATIVE DUTIES: (Incumbents may perform any combination of the essential functions shown below [E]. This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification, but is intended to accurately reflect the principle job elements.)

Communicate through multiple platforms to engage and communicate the mission, vision, guiding principles, and priorities of the District; engender public understanding and support of the role, objectives, accomplishments, and needs of the District. **E**

Conceptualize and design marketing graphics and illustrations for use in publications, announcements, brochures, posters, advertisements, presentations, and other marketing and informational materials. **E**

Use a variety of graphic production computer equipment and software applications to create, edit and print highly complex graphic arts materials using Mac and Windows platforms, desktop publishing, and graphics software, including Adobe Suite, and peripheral hardware such as cameras and scanners in the performance of graphic design functions. **E**

Design typography, graphics, and photo images to support written content and messaging. **E**

Research, recommend, and create original and creative graphics for public relations, marketing, internal, and promotional campaigns. **E**

Coordinate marketing materials production including design specifications for campus printing, outside printers, pre-press vendors, and advertising media. **E**

Coordinate with department staff, contractors, and vendors for the purpose of exchanging creative input and meeting print production schedules. **E**

Create, manipulate, and edit photographs, graphics, and/or video content for use in website applications, PowerPoint presentations, marquee screens, printed material and other informational and marketing applications. **E**

Maintain graphics file storage and retrieval systems, including graphic arts copy, production files, print cost, and other department related records. **E**

Participate in training and professional development to build on skills and keep updates on changing graphic capabilities. **E**

Lead and work with school improvement initiatives that close student achievement gaps between racial, ethnic, and economic groups by working with all of the diverse communities. **E**

Provide a positive climate of interaction and communication between school staffs, families, and the community, as related to District Communications. **E**

Perform related duties consistent with the scope and intent of the position.

TRAINING, EDUCATION AND EXPERIENCE:

Any combination equivalent to: bachelor's degree from an accredited college or university with major coursework in visual or graphic art, communications, business administration, marketing, or related field. A minimum of three (3) years' experience in graphic art design, layout and setup functions using desktop publication software, including two years coordinating the production of complex technical art projects, and at least one year of lead experience.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license and proof of automobile insurance.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

- Expert knowledge of the principles and practices of graphic design, marketing and communications.
- Complex methods and techniques of graphic arts design and production.
- Typography, photography, and visual layout techniques to create professional marketing materials.
- Extensive fluency in graphic design theory, research methods, website design standards, and production techniques.
- Knowledgeable in Mac and Windows platforms, peripheral hardware including cameras, scanners, and publishing software programs in the performance of graphic design.
- Advance methods and techniques of electronic web page design and layout.
- Basic copyright laws related to the publication of written materials.
- Standard office methods and equipment including paper cutter, laminating, and punch, bind, and unbind machines.
- Reading and writing English communication skills.
- Interpersonal skills using tact, patience, and courtesy.
- Correct English usage, grammar, spelling, punctuation, and vocabulary.
- District organization, operations, policies, and objectives.
- Research methods, report writing techniques, and record-keeping techniques.
- Principles and practices of effective organization and management techniques.

ABILITY TO:

- Originate and create artistic designs for marketing and outreach materials.
- Operate Mac and Windows platforms and supporting software applications and programs.
- Use computers and related software to design and produce camera-ready art.

- Arrange, layout and make effective use of visual materials.
- Interpret user requirements into appropriate graphic materials.
- Maintain graphic and file storage systems, including graphic arts copy, production files and cost records.
- Understand and follow oral and written instructions.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships.
- Sit for prolonged periods of time; extensive use of a computer keyboard.
- Demonstrate sensitivity to and understanding of the diverse academic, socioeconomic, cultural, linguistic, racial and ethnic backgrounds, and disabilities of District students and staff.
- Maintain confidentiality as appropriate.
- Analyze situations accurately, and adopt an effective course of action.
- Work independently and complete assignments in an independent manner with little direction.
- Meet schedules and timelines.
- Compose correspondence and written materials independently.
- Utilize effective leadership skills that work well within a team setting.
- Meet District standards of professional conduct as outlined in Board Policy.
- Detail oriented with time management and organizational skills.

WORKING CONDITIONS:

SAMPLE ENVIRONMENT:

Office environment; drive a vehicle to conduct work.

SAMPLE PHYSICAL ABILITIES:

Hearing and speaking to make presentations, and exchange information in person and on the telephone; dexterity of hands and fingers to operate a computer keyboard; see to read a variety of materials, prepare documents and reports, and view a computer monitor; sit or stand for extended periods of time; bend at the waist, and reach overhead, above the shoulders, and horizontally to retrieve and store files; lift light objects.

SAMPLE HAZARDS:

Occasional contact with dissatisfied or abusive individuals.

HEALTH BENEFITS: District pays a portion of the employee’s health benefits with District-offered plans.

APPROVALS:

Cancy McArn, Chief Human Resources Officer

Date

Jorge A. Aguilar, Superintendent

Date