

## **GRAPHIC DESIGNER II (BOCES)**

**DISTINGUISHING FEATURES OF THE CLASS:** This position involves responsibility for planning, coordinating, and designing work concerned with the production of printed publications, electronic publications, computer graphics, and other desktop publishing materials. The work also involves responsibility for planning and carrying out promotional and informational campaigns. The position requires imagination and a demonstrated flair for the visual presentation of informational material, editing, and writing. General direction is received from an administrative employee of higher rank with wide leeway allowed in carrying out the details of the work. Supervision over the work of Graphics Designer I and Graphic Aides is a function of the class. Does related work as required.

**TYPICAL WORK ACTIVITIES:** (Illustrative Only) Serves as lead designer on the graphics team, including managing high-visibility projects and corporate branding; Creates print/web materials for promotions and organizational branding, including newsletters, forms, planners, calendars, handbooks, social media content, etc.; Creates new images, designs, layouts, typesetting, and written content; Edits content for errors and appropriateness; Prepares files for presses'; Creates new templates; Engages in new product development; Coordinates workflow with Print Shop Supervisor and maintains procedures; Supervises graphics team and manages workflow to ensure timely, effective, and efficient use of shop resources; Works with clients and district representatives to develop and review marketing campaigns; Prepares monthly billing information for business office; Researches and proposes equipment changes, upgrades, and keeps track of inventory.

### **FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL**

**CHARACTERISTICS:** Thorough knowledge of layout in both print and digital platforms; Thorough knowledge of office terminology, procedures, and equipment; Thorough knowledge of English language, including proper spelling, punctuation, and grammar; Thorough knowledge of operating a computer utilizing design software; Thorough knowledge of design concepts, printing, techniques, and terminology; Good knowledge of printing inks, papers, and other materials; Ability to operate a computer using design software, specifically Adobe Creative Suite and FileMaker; Ability to typeset copy; Ability to plan and create layout; Ability to communicate complex design concepts to customers with limited/no design experience, both verbally and in writing..

**MINIMUM QUALIFICATIONS:**

- A. Bachelor's degree in graphic design, visual communications, art, or related field, and 1 year of experience in digital design, illustration, interactive media, or art, which shall have included supervisory experience; OR
- B. Associate's degree in graphic design, visual communications, art, or related field, and 3 year of experience in digital design, illustration, interactive media, or art, which shall have included supervisory experience; OR
- C. Graduation from high school or possession of a high school equivalency diploma and 5 years' experience in digital design, illustration, interactive media, or art, which shall have included supervisory experience.

**NOTE:** Your degree must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree was awarded by an educational institution outside the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the Internet at <http://www.cs.ny.gov/jobseeker/degrees.cfm>. You must pay the required evaluation fee.

Adopted 8/10/23  
competitive