



JOB DESCRIPTION

JOB TITLE:	Graphic Designer	DEPARTMENT:	Marketing
FLSA STATUS:	Non-Exempt	REPORTS TO:	Director of Marketing
PAY GRADE/CODE:		EEO CATEGORY:	Professional
SALARY RANGE:		SAFETY SENSITIVE:	No
APPROVED DATE:	September 24, 2014	APPROVED BY:	Elizabeth Presutti

POSITION SUMMARY

Under general supervision, the Graphic Designer is responsible to provide graphic design support to the advertising, marketing and communications staff to include the design of promotional and marketing collateral for print and web and also support the team in execution of projects.

ESSENTIAL JOB FUNCTIONS (OTHER DUTIES MAY BE ASSIGNED AS NEEDED)

- Design print literature including, but not limited to: newspapers ads, brochures, schedules, maps, marketing and promotional events while meeting project deadlines
- Present design in a clear and concise manner
- Conceptualize, design and execute print and multimedia advertising and collateral campaigns for effective promotions while maintaining brand standards
- Assist in the design and layout of detailed, user-friendly bus schedules and related brochures
- Assist with web design and working in a CMS program for web
- Work with others, such as vendors, printers, programmers, to complete the final product
- Assist with project budgets and schedules
- Develop and/or coordinate the development of graphic concept designs, artwork, illustrations and layouts in a wide range of formats that involve public information, community outreach, marketing and advertising materials
- Prioritize, schedule, track and ensure the timely completion of graphics projects in consultation with the Marketing Director; work closely with Marketing Department staff at all levels
- Create designs and layouts using current state-of-the-art professional level graphics and publication software to produce printed materials that include advertisements, public notices, point-of-travel information and passenger and employee newsletters; in media that includes newsprint, magazines, pamphlets, promotional items, posters, flyers, banners and exhibits
- Develop public information and marketing presentations for web and email distribution
- Assist with project budgets and schedules
- All other job-related duties as assigned

MINIMUM EDUCATION AND/OR EXPERIENCE

- Design-related degree or 2 - 4 years' experience; Bachelor's Degree preferred
- Minimum of 3 years increasingly responsible experience as a graphic designer in an advertising agency or corporate marketing environment

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- Knowledge, at the advanced level, of principles and elements of Graphic Design, computer illustration and design applications such as InDesign, Adobe Illustrator, PhotoShop, Dreamweaver and Microsoft Office
- HTML/Drupal knowledge a plus
- Knowledge of branding strategies used in public information and publicity campaigns
- Knowledge of personal computers and current office software programs for word processing, presentations, email, spreadsheets and databases at the advanced level of proficiency

Skills or Ability to:

- Ability to collaborate with a team or work autonomously
- Ability to manage time and workload effectively which includes planning, organizing and prioritizing multiple projects with attention to details while at times under pressure of deadlines
- Strong written and verbal communication
- Ability to use and/or create print templates, set files up for print, and work in correct color profiles
- Ability to be a self-starter and responsible to complete assignments in an efficient, cost-effective and professional manner
- Ability to apply common sense, theory and experience to decision making
- Ability to explore and generate different, creative, imaginative or unique approaches and think outside the box

SUPERVISORY RESPONSIBILITY

This position has no supervisory responsibility

PHYSICAL REQUIREMENTS

On a normal work day, this position requires:

- Prolonged periods of sitting, standing and/or walking
- Extensive use of hands, fingers and arms in operations requiring constant handling of paper documents, computing and entering data using a keyboard and operate graphic tools and equipment
- Clarity of vision at 20 inches or less to distinguish detailed drawing features
- The ability to hear normal verbal conversation with or without corrective devices to communicate with co-workers and customers
- The ability to speak and read the English language clearly and concisely



WORK ENVIRONMENT

Work is performed in a general office environment, heated during the winter and cooled in the summer.

DISCLAIMER

This is not necessarily an exhaustive list of responsibilities, skills, duties, requirements, efforts, or working conditions associated with the position. While this list is intended to be an accurate reflection of the current position, the DART reserves the right to revise the functions and duties of the position, or to require that additional or different tasks be performed when circumstances change (i.e. emergencies, staff shortages, work load changes, rush jobs, or technological developments).

Employment is contingent upon a post offer employment physical, non DOT drug screen and a criminal background check.

I have carefully read and understand the contents of this job description. I understand the responsibilities, requirements and duties expected of me.

EMPLOYEE'S SIGNATURE

DATE