



## **RICHLAND COUNTY RECREATION COMMISSION**

### **COMMUNITY RELATIONS**

### **POSITION SPECIFICATION**

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#### **GRAPHIC ARTIST – FULL TIME**

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**Starting Salary \$37,128**

#### **General Nature of Work:**

Assists the Graphic Designer and Webmaster with the designing, printing, layout, and artwork for flyers, brochures, booklets and other promotional materials for the agency. Assists the Marketing Coordinator and Webmaster in keeping the agency's website stable, well designed, effective to use, up-to-date, relevant and properly maintained. Assist with promoting agency activities through Social Media. Work assignments are received orally and in writing. Work is performed with considerable independence in judgment and decision making within established copyright laws, policies, procedures, and guidelines. The incumbent will be required to work 40 hours per week. Work is reviewed through observation, conferences, reports and for the results obtained.

#### **Essential Job Functions:**

Conceptualizes, designs, and produces promotional materials such as flyers, ads, brochures, logos, office signage, exhibit and/or displays for both the Commission and the Foundation

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Create visual aspects of marketing

Designs and produces camera-ready art including graphs, charts, clip art, posters, digitization of graphics, line-art and/or photos

Assist in Layout and production of an employee newsletter (Team Times), an online patron newsletter (Time Out: Families@Play), the agency Annual Report, the Game Plan, Sponsorship Booklets for all agency partnerships and special events

Maintains a graphics, photography, and digital video library

Assists with photography and videography of agency events

Assists with maintaining graphics request database to track delivery deadlines.  
Performs other tasks as necessary

### **Minimum Education & Experience:**

An undergraduate degree in graphic design or related field plus a minimum of two years of publishing design and digital production experience. Strong skills in design (print and web) software applications, including InDesign, Dreamweaver, Flash, Photoshop, Illustrator, and PowerPoint. Courses or related experience demonstrating fluency in HTML/ASP/PHP/ASP.NET and other interactive languages and technologies including Java, JavaScript, ActiveX, Shockwave, WordPress, Director and Shell scripting, as well as multimedia development tools, applications, and production process. Experience with Apple IOS and Windows 10 operating systems and apps. Two years of experience with Social Media algorithms and marketing.

### **Knowledge, Skills & Abilities:**

Knowledge of principles and practices of graphic design  
Knowledge of graphic layout and photographic requirements and procedures  
Ability to analyze and interpret user graphic requirements  
Skills in the utilization of specified computerized graphic design programs  
Ability to work independently and meet agency deadlines  
Ability to develop print and/or reproduction specifications  
Ability to establish and maintain effective relationships with internal and external customers  
Ability to function as a team member within the department and the entire agency  
Ability to absorb and apply constructive criticism from peers and clients  
Ability to work simultaneously on several projects based on department workload  
Adaptive design eye and skill  
Exceptional interpersonal skills  
Exceptional customer services skills  
Exceptional organizational skills

### **Physical Requirements:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

Ability to learn and understand basic to complex principles and techniques  
Ability to lift and carry packages that weigh up to 20 pounds  
Ability to work under pressure of deadlines  
Ability to work accurately in a noisy and stressful environment  
Ability to reach and grasp objects  
Ability to hear when required to answer phones  
Ability to speak English when communicating with co-workers and the public  
Ability to use fingers, hands, and wrists  
Ability to print or write legibly  
Ability to handle stress when working with deadlines  
Ability to work regularly scheduled hours with little moderation  
Ability to work in confined spaces or small working areas  
Ability to sit at a computer terminal for an extended period of time  
ability to differentiate colors and shades of color