

JOB DESCRIPTION

Position Title : GRAPHICS DESIGNER **Position #A401- 24**
Dept/Branch : Public Relations
Reports to : Director of Marketing & Communications
Position Supervises : N/A

I. POSITION SUMMARY

Under the general supervision of the Director of Marketing & Communications, the incumbent will be responsible for providing graphic design expertise to promote library services. Duties include: performing graphic design tasks; establishing formats and production methods; scheduling, coordinating and executing production; assisting in the developing of brand standards; evaluating techniques and recommending improvements. The role requires exercising independent judgment and adheres to established Okanagan Regional Library policies, procedures, and practices.

II. ACCOUNTABILITIES

Graphic Design

Designs and illustrates to print readiness material such as program materials, promotional/marketing products, ad copy and signage.

Schedules, plans and implements graphics design workflow. Monitors the status of requests and projects to ensure they are completed on time.

Tracking and distribution of promotional and branch support materials.

Liaises with staff and provides consultative services, including advice, guidance and orientation on the development of graphic design concepts and best implantation methods.

Provides input on graphics standards and monitors quality assurance on graphics projects, reviewing content for completeness and accuracy.

Designs corporate material, such as but not limited to the annual report.

Creates digital images and monitors digital displays.

Liaises with library staff to ensure content and design meet internal and external customer needs.

Provides advice on the scheduling, evaluation and prioritizing of print jobs.

Sources new productivity work tools.

Performs basic equipment maintenance and resolves routine hardware and software problems.

Performs other duties of similar complexity and scope, as assigned.

III WORKING CONDITIONS

Works in an office environment; continuous use of computers; use of a wide range of office machines; has contact with the public, suppliers, and library employees throughout the system.

IV JOB SPECIFICATION

a. Education

Grade 12 or equivalent

Bachelor of Design or equivalent.

b. Related Experience

- Minimum 3 years full time (or equivalent) in a Graphic Design and Print Production.


V OTHER REQUIREMENTS

1. Excellent oral and written communication skills with the ability to communicate with courtesy, tact and interest with staff and all sectors of the public.
2. Demonstrated proficiency in web and print publishing software (e.g., Adobe Creative Suite), including Microsoft Office Suite
3. Demonstrated knowledge of graphic design principles
4. Strong visual and artistic skills, including knowledge of printing and photo-reproduction.
5. Demonstrated ability to edit and optimize images for the Internet.
6. Demonstrated ability to use photo editing software and Cloud based software for remote digital displays.
7. Ability to work independently as well as in a team environment.
8. Strong organizational and time management skills.
9. Aptitude for detailed work.
10. Demonstrated ability to operate business machines (copiers, scanners, fax machines).
11. Physical ability to handle heavy boxes.
12. Valid BC Driver's License.

Drafted by:

Leslie Brecht, Director of Human Resources

Date:


Feb 20/24

Approved by:

Danielle Hubbard, Chief Executive Officer

Date:


Feb. 20/2024