



Jurupa Unified School District

Graphic Designer

DEFINITION

Under general direction, serves in a technical capacity to support the District's communications and reprographic needs. Designs and produces professional graphics and layouts for use in print and digital media.

ESSENTIAL JOB FUNCTIONS

- Using modern graphic design expertise to conceptualize, design, and produce high quality, engaging, aesthetically pleasing, and professional print and digital-ready resource material including, but not limited to, forms, brochures, flyers, wraps, banners, posters, infographics, social media-oriented graphics, signage, promotional items, tradeshow graphics, graphics for digital distribution, web banners, charts, graphs, other visual concepts, layouts, images, and content.
- Drafts and/or designs marketing items, announcements, digital advertisements, and other communications.
- Respond to general design inquiries such as logo requests, vectorizing files, identify fonts, match colors, re-sizing needs, and general formatting.
- Collaborate with staff to edit existing and/or create new layouts and graphics; create impositions; set up and adjust artwork for print jobs and prepare jobs for printing.
- Maintain design guidelines, digital assets, templates, and graphic archives.
- Devise and contribute to guidelines for file setup, pre- and post-production, and archiving both print and digital projects.
- Operate a computer and assigned software including, but not limited to, Microsoft Word, Excel and Publisher, Adobe Illustrator, InDesign, Photoshop, and Acrobat Pro, Enfocus Pit Stop Pro, EFI Job Flow and Digital Storefront, and other software and tools used in the graphics design industry; utilize software for mail merging certificates, tickets, letters, and other content.
- Create preliminary proofs with the use of high-speed printers, copiers, wide-format equipment, and/or other digital printing equipment in the reproduction of high-quality printed material; operates a variety of assigned equipment including a paper cutter, lamination machines, foil equipment, binding machines/equipment, and stitcher machine.
- Possess ability to pay attention to detail to verify that proofs match the digital files.
- Communicates with printing staff, other District staff, school staff, vendors, and outside organizations to exchange information, resolve issues or concerns, and complete projects; answer phone calls and respond to inquiries.
- Measure, oversee, and verify the installation of wraps and signage using industry-standard techniques.
- Drive to locations as needed.
- Proofreads and fact-checks content before printing and/or publication.
- Maintains a clean and organized environment.
- Maintains current industry knowledge.
- Performs related duties as assigned.

LICENSE REQUIREMENT

Possession of a valid, appropriate California Driver's License.

GRAPHIC DESIGNER continued

QUALIFICATIONS

Knowledge of:

- Correct English usage, grammar, punctuation, vocabulary, spelling and editing, and proofreading techniques.
- Standard office practices, procedures, and equipment.
- Fundamentals of writing, composition, typography, design, color, layout, and printmaking and reprographics techniques.
- Marketing, reputations management, and public awareness building practices.
- Methods, techniques, procedures, and principles of design and layout of publications.
- Advanced verbal and written communication skills, and techniques in conceptualization and creativity.
- Current electronic and digital communications, including social media.
- School District organization, rules, and regulations; applicable laws and statutes.
- Working effectively with people from different cultures who value the interests of our diverse community.
- Interpersonal skills using tact, patience, courtesy, confidentiality, and the ability to adapt to divergent situations.
- Desktop publishing and design software, including, but not limited to, Microsoft Word, Excel, and Publisher, Adobe Illustrator, InDesign, Photoshop, and Acrobat Pro, Enfocus Pit Stop Pro, EFI Job Flow and Digital Storefront.
- Effective time management and customer relations.
- Principles, processes, materials, and equipment used in offset printing, graphics, duplicating, wide-format and high-speed printing.
- Record-keeping techniques.
- Binding and other finishing procedures.
- Basic inventory methods and practices.
- Fair use doctrine and other relevant copyright laws.
- Health and safety regulations.

Ability to:

- Systematically and skillfully organize, design, layout, and edit public information and promotional materials.
- Understand and follow oral and written directions.
- Operate office machines including a computer or other digital devices, applicable software, and applications.
- Meet deadlines and work under time constraints.
- Work independently with a high degree of self-motivation.
- Effectively articulate complex and sensitive information in writing.
- Exercise frequent use of discretionary judgment in varied situations.
- Read, understand, apply and explain technical policies and materials.
- Work efficiently as a team member; establish/maintain cooperative, effective working relationships with others.
- Create and produce high-quality electronic graphics.
- Plan and organize projects and workload, complete tasks and assignments with frequent interruptions.
- Select the appropriate media for projects.
- Adapt to new tools and techniques.
- Read a variety of materials.
- Work in a fast-paced environment.

GRAPHIC DESIGNER continued

Experience and Education

Graduation from high school or equivalent.

Any combination equivalent to an Associate's Degree or combination equivalent to the completion of two years of college with graphics design related course work such as marketing, communications, public relations, or graphic design is desired;

One year of work that included graphic design, and /or digital media content for some form of media, publication, or an organization comparable to a school district is highly desired.

Experience in a public education system or similar public sector environment is preferable.

Note: This type of experience and training background is indicative of the kind or level most likely to be successful. It is not meant to be interpreted in an overly literal or restrictive manner in regard to alternative, equivalent backgrounds.

Personal Qualities

Professional manner, motivation, reliability, flexibility, sound judgment, supportive, pleasant, and friendly demeanor. Must understand and subscribe to the educational philosophies and priorities.

Human Resources

2021

Jurupa Unified School District is an equal opportunity agency and does not discriminate against employees, job applicants, students, parents or community on the basis of actual or perceived race, color, national origin, ancestry, religious creed, age, marital status, pregnancy, physical or mental disability, medical condition, veteran status, gender, sexual orientation, or any other basis protected by law.