

Job Description
Graphic Arts Specialist
Winnefox Library System
Full-time, Exempt Position
Library Services Classification, Level 1

Under supervision of Assistant Director, performs a variety of graphic design functions in the creation of promotional materials for all system libraries.

Duties/Examples of Work

The following is a list of representative duties. As such, it is not meant to be exclusive. Other duties may be assigned that may reasonably follow and relate to essential tasks. This job description may be modified from time to time as the needs of Winnefox Library System and the position change.

1. Design and print publications and promotional materials for individual libraries and the Winnefox Library System. This includes informational brochures, newsletters, flyers, logos, posters, maps, certificates, bibliographies, bookmarks, multi-page programs, stationery, banners, calendars, signs, various in-house library forms, and other miscellaneous artwork.
2. Produce web-based designs as requested including banners, logos, splash pages.
3. Produce system-wide promotional materials.
4. Supervises the recruitment of new employees, makes recommendations regarding hiring and termination to the Assistant Director.
5. Maintain organized files of paper and computer originals.
6. Arrange for outside graphic services when necessary.
7. Supervise and train graphic arts printing assistant. If the person is a work study student, evaluate the printing assistant's work and provide evaluation to the Work Study Program advisor.
8. Coordinate scheduling of production of printed materials.
9. Keep an accurate record of printing requests for statistical purposes.
10. Provide estimates for printing jobs on request.
11. Schedule maintenance and repair of print shop and graphic arts equipment.
12. Select, order and maintain an inventory of paper, materials and supplies needed to complete graphics projects.
13. Provide information and help to member librarians and staff regarding graphic arts services.
14. Meet with libraries when requested to discuss and advise on graphic needs: coordinate concepts and elements of graphic projects; determine appropriate software applications, tools and paper needed to complete projects; coordinate with outside vendors as needed.
15. Compile library public relations and promotion report.
16. Operate a variety of equipment including digital cameras, copiers, scanners, computers, printing equipment, folder, trimmer, stapler and spray booth.
17. Other duties as required.

Knowledge and Abilities

1. Ability to evaluate graphic requests; consult with and advise staff concerning library graphic projects.
2. Ability to prepare assigned work using computer skills.
3. Stay abreast of new and emerging trends and changing technologies in the field of graphic art; learn new computer applications and apply to work assignments.
4. Ability to train and supervise a graphic arts work study student/printing assistant.
5. Ability to transform others' ideas into effective informational/promotional works.

6. Ability to work independently, organize and prioritize work, respond to varied/changing work demands and make decisions as required.
7. Good interpersonal skills and ability to maintain and foster cooperative and courteous working relationship with the public, peers and supervisors.
8. Knowledge of printing/bindery techniques.
9. General knowledge of library operations and procedures.
10. Willingness to maintain skills in above-mentioned areas through active participation in appropriate continuing education activities.
11. Excellent working knowledge of English grammar and spelling.

Environmental and Physical Demands of the Position

1. Ability to work in confined spaces.
2. Bending/twisting and reaching.
3. Far vision of 20 feet or further; near vision of 20 inches or less.
4. Fingering: keyboarding, writing, filing, sorting.
5. Lifting and carrying: 50 pounds or less.
7. Pushing and pulling: objects weighing 60-80 pounds on wheels.
8. Sitting, standing, walking, climbing and stooping.
9. Talking and hearing; use of the telephone.
10. Hold a valid Wisconsin driver's license.

Mental Requirements

1. Ability to apply technical knowledge.
2. Ability to comprehend and follow instructions: effectively follow instructions from supervisor.
3. Ability to deal with abstract and concrete variables.
4. Ability to interpret technical regulations and instructions.
5. Communication Skills: effectively communicate ideas and information both in written and verbal form.
6. Mathematical Ability: calculate basic arithmetic problems, (addition, subtraction, multiplication and division) without the aid of a calculator.
7. Reading Ability: effectively read and understand information contained in memoranda, reports and bulletins, etc.
8. Time Management: set priorities in order to meet assignments deadlines.
10. Ability to operate computer workstation with speed and accuracy.

Equipment Used

Computer workstation, scanner, various printers, printing equipment, graphical software, copy machine, fax machine, internet and e-mail connections, pressroom bindery equipment, camera, telephone, and calculator.

Education and Experience

Bachelor's Degree in graphic design, fine arts or equivalent or any combination of education and experience that provides the necessary knowledge and skills. Minimum three to five years experience in graphic design and layout. Some experience in photography.