

POSITION DESCRIPTION

Department:	University Communications and Marketing	
Classification Title:	Graphic Designer I	
Working Title:	Assistant Graphic Designer	
FLSA Status:	<input checked="" type="checkbox"/> Non-Exempt	<input type="checkbox"/> Exempt
Incumbent:		

Position Summary

University Communications and Marketing (UCM) serves as the ambassadors, stewards and protectors of Cal Poly’s reputation and brand. We tell the story of what sets the university apart, such as the power of Cal Poly’s hands-on, Learn by Doing philosophy; the achievements of its accomplished students, faculty, staff and alumni; and its spectacular location on the Central Coast of California that allows its people to make impacts locally, throughout California and around the world.

Under general direction of the Associate Vice President for UCM and as part of the Creative Services team, the assistant graphic designer provides artistic support for Cal Poly’s award-winning visual design program and independently creates a wide range of materials using standard skills and knowledge related to the design, creation and display of visual print, multimedia, digital marketing materials and website enhancements.

Duties and Responsibilities

The following examples illustrate typical work activities and are not meant to be all inclusive or restrictive:

Essential Job Functions	Daily	90%
<ol style="list-style-type: none"> 1. Assist in designing and developing of campus-wide publications and collateral material that support the university’s strategic branding effort. 2. Consult with clients to understand and determine communication concepts and design. 3. Assist in selecting and creating a wide variety of visual materials; design the placement and appearance of these materials and the production of final products. 4. Ensure design concepts are tailored to the intended audience. 5. Work in concert with the Creative Services lead on continuing to develop and refine graphic identity guidelines and proper use of the Cal Poly name as outlined in the Cal Poly brand guidelines and licensing policy. 6. Assist with overseeing appropriate use of the university brand marks and assets. 7. Assist in reviewing and approving branded marketing collateral and merchandise. 		
Related Job Functions	As Needed	10%
<ol style="list-style-type: none"> 1. Perform other job-related duties and special projects as assigned. 2. Attend training and maintain skill currency as appropriate to safely and effectively complete assignments. 		

Required Education, Experience, and Credentials

Education and Experience:

- Equivalent to graduation from a four-year college or university in the field of graphic design, fine arts, or a related field, and one year of design experience. Additional qualifying technical experience may be substituted for the required education on a year-for-year basis.

Licenses, Certificates, Credentials:

- n/a

Required Skills, Knowledge, and Abilities

1. Knowledge of communications and graphic design theory; knowledge of production techniques and progresses; and demonstrated understanding of marketing communications.
2. Working knowledge of the use of color, tone, shading, harmony, and perspective drawing.
3. Working knowledge of applicable graphic design, photo editing and desktop publishing software packages such as the Adobe Suite, or similar software. Ability to effectively use them to create visual material.
4. Demonstrated graphic design skills for print and online publications with knowledge of various design software and interactive technologies including thorough understanding of file formats and peripheral software and working knowledge of graphics delivery and implementation software.
5. General knowledge of the principles of print design, typeface, color, layout, and production techniques.
6. Ability to work in a variety of multi-media formats.
7. Demonstrated understanding of various communication vehicles and methods.
8. Basic knowledge of copyright laws, especially relating to creative properties and the use of graphic and textual materials.
9. General knowledge of media and social networking sites (e.g., LinkedIn, Instagram, etc.).
10. Ability to present both digital and print communications.
11. Demonstrated ability to understand communication goals. Excellent communication skills; ability to effectively communicate information in a clear and understandable manner, both verbally and in writing. Thorough knowledge of English grammar, spelling, and punctuation.
12. Ability to interpret, communicate and apply policies and procedures.
13. Excellent computer skills and proficiency with a variety of computer applications.
14. Demonstrated ability to exercise sound judgment and discretion while using standard procedures and protocols in the completion of assignments and projects.
15. Excellent organizational and time management skills with the ability to set own priorities to coordinate multiple assignments with fluctuating and time-sensitive deadlines.
16. Ability to use tact and diplomacy to effectively handle a broad range of high level and sensitive interpersonal situations with diverse personalities, and to respond appropriately to conflicts and problems.
17. Ability to initiate, establish, and foster communication and teamwork by maintaining a positive, cooperative, productive work atmosphere in and outside the University with the ability to establish and maintain effective working relationships within a diverse population and with those from various cultural backgrounds.
18. Demonstrated ability to maintain a high degree of confidentiality.
19. Working knowledge of or ability to quickly learn University infrastructure, policies and procedures.

Preferred Skills and Experience

1. Demonstrated skills in an institutional/educational environment utilizing a customer-oriented and service-centered attitude.
2. Two years of design experience preferred.

Special Conditions

- This position is able to telecommute but may be required to come to campus for specific projects and meetings.
- Must be willing to travel and attend training programs off-site for occasional professional development.
- The person holding this position is considered a 'mandated reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.
- This position classification has been defined as non-exempt and is subject to overtime provisions of the Fair Labor Standards Act (FLSA).
- Must be able to successfully pass a pre-employment background/fingerprint check.

INCUMBENT: I have read this position description and understand its contents.

INCUMBENT NAME	SIGNATURE	DATE
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SUPERVISOR: I certify that all statements on this form are complete and accurate.

IMMEDIATE SUPERVISOR NAME AND TITLE	SIGNATURE	DATE
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DEPARTMENT HEAD: I certify that all statements on this form are complete and accurate.

DEPARTMENT HEAD NAME AND TITLE	SIGNATURE	DATE
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HUMAN RESOURCES USE ONLY

Employee ID#: _____	REQUEST FOR:	CLASSIFICATION INFORMATION
Position Number: _____	<input type="checkbox"/> Update Review for File	Classification Title: _____
FTE: _____	<input type="checkbox"/> Classification Review	Class Code/Range: _____
<input type="checkbox"/> Permanent	<input type="checkbox"/> New Position Recruitment	CBID: _____
<input type="checkbox"/> Temporary	<input type="checkbox"/> Replacement Recruitment	MPP Job Code: _____
<input type="checkbox"/> COI Position		Classifier Initials: _____
Recruitment Number: _____		Date: _____