

METRO

Classification Description

Title: Senior Visual Communication Designer
Job Code: 6033
Pay Range: 16
FLSA Status: Exempt – Professional, Learned

Bargaining Unit: AFSCME 3580
Established: 2007
Revised:

Classification Summary:

Perform a variety of professional graphic and/or environmental design activities using art to convey themes and information that support Metro’s brand identity. Includes initiating, planning, developing, coordinating and evaluating graphic communications, signage and exhibit projects for aesthetic value, educational value, marketing impact, and/or ability to convey Metro’s messages to the public, regional stakeholders, or Metro employees.

Supervision Received:

Supervision is received from the Marketing or Creative Services Manager.

Supervision Exercised:

May provide lead direction to lower-level visual communication designers, graphics technicians, assistant public affairs specialists, clerical staff, temporary employees, volunteers, contractors, and interns, including training, assigning and directing work.

Distinguishing Features:

This is the top level classification of a three-level series, using in-depth knowledge of Metro’s branding strategies, and graphic, environmental and exhibit design practices to develop print and media communication, interpretive exhibits and visitor education materials. Act as a lead professional resource for graphics and visual content supporting a wide variety of communication plans. The classification may lead the work of other professionals.

Essential Functions:

An employee in this classification may perform any of the following duties. However, these examples do not include all the specific tasks that an employee in this classification may be expected to perform.

1. Provides input to artistic content of strategic communications plans.
2. Uses professional expertise to provide artistic/creative input in support of communication policy review and development.

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3. Plans and develops artistic content for communications plans and/or exhibits.
4. Designs, develops, and produces material such as reports, flyers, interpretives, brochures, posters, signage and newsletters.
5. Determines graphics needs and coordinates and/or oversees design and production with lower level designers, entry level public affairs professionals, interns, contractors, and other professional staff.
6. Develops and writes RFPs and contracts related to public communication and other functions. Reviews all work products for quality and conformance with Metro brand standards. Monitors progress, billings and evaluation in order to implement Metro's competitive bidding and contract process and to keep expenses in line with targeted department budget.
7. Assists in developing budgets to aid departmental strategic communication planning.
8. Provides advice and information to staff on the design of print materials, environmental graphics and interpretive exhibits.
9. Presents design layouts and concepts in-house using appropriate media.

Secondary Functions:

1. Performs other related duties as assigned.

Job Specifications:

Bachelor's degree in graphic or environmental design or related field and four years professional experience in those fields; or any combination of experience and education that provides this applicant with the desired skills, knowledge and ability required to perform the job.

Knowledge, Skills and Abilities:

1. Extensive knowledge of graphic design and production principles and procedures
2. Extensive knowledge of visual communication principles and practices
3. Excellent written and verbal communication skills
4. Knowledge of typography, paper, printing and photographic processes and equipment
5. Extensive knowledge of computer desktop publishing techniques
6. Ability to use artistic and creative skills to develop visual content that reinforces Metro's brand and communicates the tone and theme of documents or exhibits
7. Ability to skillfully use the tools associated with graphic design and production
8. Ability to use creative skills in executing a project
9. Ability to plan and design print and electronic graphics and exhibits, including design objectives, procedures and evaluation techniques
10. Ability to interact effectively with personnel at all levels
11. Ability to train and lead staff and coordinate project teams

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Working Conditions:

This position requires the ability to perform those activities necessary to complete the essential functions of the job, either with or without reasonable accommodation. Position may require frequent or continuous standing, walking, fingering, talking, reaching, repetitive motions of the hands and/or wrists, feeling, sitting, grasping, handling and good general hearing. May occasionally require stooping, bending, kneeling and lifting or carrying up to 20 pounds. Duties require the incumbent to work both indoors and outdoors, subject to inclement weather.