

JOB DESCRIPTION: Graphic Designer

DEPARTMENT: Marketing and Communication Services

CLASSIFICATION: Group 6

STATUS: Non-Exempt

GENERAL STATEMENT:

Under the supervision of the Creative Services Manager, the Graphic Designer produces highly creative work from concept to completion to effectively convey library information and brand. This person deals responsibly with patron problems and emergencies to maintain a safe and pleasant environment.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Understands and practices the Values, Vision, and Key Beliefs of the Des Plaines Public Library.
2. Provides uniformly gracious and friendly services to all users.
3. Understands and enforces the library's policies and procedures, while safeguarding confidential and restricted information.
4. Conceptualizes and designs print materials, including signage, banners and marketing materials, maintaining consistency across formats.
5. Conceptualizes and designs graphics to be used on the library's social media accounts and website.
6. Collaborates with the Creative Services Manager and Head of Marketing and Communication Services to conceptualize and design marketing materials for programs, events and services.
7. Collaborates with the Creative Services Manager and Head of Marketing and Communication Services to develop, apply and oversee brand guidelines library-wide.
8. Assists with the creation and production of visual displays throughout the library.
9. Attends appropriate meetings, workshops and conferences.
10. Keeps informed, learns, and utilizes new trends and technology in graphic design.
11. Maintains neatness of public areas including desks, counters, shelves, tables, and personal space.
12. Performs other duties as assigned.

MINIMUM QUALIFICATIONS:

1. Bachelor's degree in Graphic Design, Visual Communications or related creative field.
2. Portfolio of commercial and creative graphic design work.

KNOWLEDGE, SKILLS, AND ABILITIES:

1. Exceptional artistic ability and skill in both the conceptualization and execution of creative graphic design.
2. Exceptional problem solving skills and flexibility in a work environment, with ability to work independently.
3. Experience and demonstrated ability to handle multiple and simultaneous tasks, schedule and prioritize projects under a tight schedule.
4. Considerable ability to work as a member of a team.
5. Advanced proficiency with a Mac platform computer, including experience with Adobe Creative Suite in a commercial setting.
6. Advanced working knowledge of graphic design software with willingness to learn new skills and software as needed.
7. Extensive experience conceptualizing and executing both print and digital graphic design.
8. Demonstrated awareness of latest trends in graphic design.
9. Ability to establish and maintain effective working relationships with staff and patrons, including skill in written and spoken communication.
10. Excellent customer service skills and ability to communicate general library policies and procedures to the public.
11. Willingness to learn new skills.

TOOLS/EQUIPMENT USED:

A variety of office machines, computers, graphic design software, and library equipment.

PHYSICAL DEMANDS/WORK ENVIRONMENT:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit and talk or hear. The employee is occasionally required to walk; use hands to finger, handle, or feel objects, tools, or controls; and reach with hands and arms.

The employee must occasionally lift up to 25 pounds. The employee must transport/move up to 100 pounds of library materials from one library location to another. Specific vision abilities required by this job include close vision and the ability to adjust focus.

This job description should not be interpreted as all-inclusive or as an employment agreement between the employer and employee. It is intended to identify the essential functions and requirements of this job and is subject to change as the needs of the employer and requirements of the job change. Incumbents may be required to perform job-related responsibilities and tasks other than those stated in this specification. Any essential functions of this position will be evaluated as necessary should an incumbent/applicant be unable to perform the function or requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodation for the specific disability will be made for the incumbent/applicant when possible.

Approved 10/19/2017