

SECTION I: GENERAL INFORMATION

Classification Title: Graphics Coordinator	Department: Community Education	Unit: Unaffiliated
Immediate Supervisor: Communications Manager	Grade Placement:	FLSA Status: Non-exempt
Job Summary: <p>Under the direction of the Communications Manager, the Graphics Coordinator is responsible for creating and implementing communication items for print, web and social media for ISD #15 in order to advance and support its mission and vision of the District and Communications Department. Duties include the creation of the district newspaper (The Courier) ads and pages, brochures, newsletters, forms, calendars, etc. for the District, Community Education and outside entities.</p> <p>Essential duties outlined below are intended as “representative” examples of the level, nature and decision making expected of positions assigned to this classification. The duties below are not intended to be a comprehensive listing of all duties and tasks performed by the employees assigned to this classification. A classification description, unlike job description or position description, is designed to capture the general expectations, complexity level, and nature of work of any position that may be allocated to this classification.</p>		

SECTION II: ESSENTIAL DUTIES AND RESPONSIBILITIES

<ol style="list-style-type: none">1. Designs ads for district newspaper and community education brochures. Contacts advertisers with proofs for approval. Paginates pages for district newspaper, places ads on pages and formats copy around ads. Proofs submitted articles and captions copy for grammar and punctuation. Ensures all artwork and fonts are available; turns the newspaper into ready document. Sends newspaper to printer; receives completed publication; mails newspaper to subscribers and distributes to Central Services staff.2. Creates the annual school calendar and other communication projects including booklets, brochures, flyers, letterhead, business cards, envelopes, or other materials for district and/or outside entities.3. Creates fillable PDF forms for the District. Creates form layouts in InDesign and Acrobat Professional to make fillable forms.4. Assists in managing website content. Maintains district website pages and uploads documents to the website.5. Updates and maintains subscription lists and faith listings. Sends out subscription letters and tracks return payments.6. Creates and laminates posters. Maintains files on servers, performs file back-ups and other duties.7. Performs other duties of a comparable level or type, as required.<ul style="list-style-type: none">• Keeps abreast of changing developments, trends, and technologies within the field.

SECTION III: WORK REQUIREMENTS AND CHARACTERISTICS

EDUCATION/KNOWLEDGE REQUIREMENT: Minimum education required to perform adequately in position could reasonably be attained only by completing the following:				
REQUIRED EDUCATION/TRAINING (choose one)		DEGREE INFORMATION: Type of degree: (B.S., M.A., etc.) Associate's Degree		
less than high school diploma		Major field of study or degree emphasis: Communications, Graphic Design, website design or a closely related area.		
High school diploma or GED.				
1 year college	x			2 years college
3 years college				4 years college
1st year graduate level		Essential knowledge and specialized subject knowledge required to perform the essential functions of the job:		
2nd year graduate level				
<ul style="list-style-type: none"> • Knowledge of the fundamental, principles and practices of communications and graphic design. • Knowledge of printing concepts, practices and bindery methods. • Knowledge of desktop publishing software and applications including InDesign, Photoshop, Illustrator, Acrobat Professional, FileMaker, and general office productivity software programs (i.e. word processing, email, browsers, presentational software, etc.). • Fundamentals of customer service. 				
Required Work Experience in Addition to Formal Education/Training: Minimum of 1 year of graphic design experience.				
LICENSE/ CERTIFICATION		Identify licenses/certification required: Valid MN driver's license.		
ESSENTIAL SKILLS REQUIRED TO PERFORM THE WORK		Skilled in: <ul style="list-style-type: none"> • Establishing a working rapport and relationship with advertisers and district personnel. • Developing publications, ads, brochures, flyers, newsletters, business cards, letterheads, or other publications and materials that will present the district in its best light or for outside entities. • Assisting in website design, communications and social media efforts. • Collaborating and working closely with District administrators, department staff, other district staff in formulating district media and communication efforts to assure consistent and uniform messages to the public regarding district programs and initiatives. • Performing assignments under minimal direction and supervision. • Time management skills and ability to multi-task. • Attention to detail, precision and accuracy. • Grammar and proofreading • Utilizing desktop publishing, Photoshop, Illustrator, Acrobat or other Adobe products in carrying out assignments. 		

PHYSICAL JOB REQUIREMENTS: (Indicate according to essential duties/responsibilities)									
<u>Physical Activities</u>	Amount of Time Spent				Amount of Time Spent				
	None	1/3 Less	1/3 to 2/3	Over 2/3	<u>Lifting/Forcing Exerting</u>	None	1/3 Less	1/3 to 2/3	Over 2/3
Stand		X			Up to 10 lbs		X		
Walk		X			Up to 25 lbs	X			
Sit				X	Up to 50 lbs	X			
Use hands to finger, handle or feel				X	Up to 100 lbs	X			
Reach with hands and arms				X	Over 100 lbs.	X			
Climb or balance	X								
Stoop, kneel, crouch or crawl	X								
Talk or hear				X					
Taste or smell	X								
PHYSICAL JOB REQUIREMENTS: Indicate according to essential duties/responsibilities									
Physical requirements associated with the position can be best summarized as follows:									
Sedentary Work:									
Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time.									
HAZARDOUS WORKING CONDITIONS	Unusual or hazardous working conditions related to performance of duties: Duties are performed in a typical school district office setting. There are minimal environmental hazards and risks associated with the nature of the work.								



SECTION IV: DISTRICT MISSION AND CORE VALUES

<p>OUR MISSION</p>	<p><i>Our mission is to equip all students with the knowledge and skills to empower them to achieve their dreams and full potential while becoming responsible citizens in a dynamic world</i></p>
<p>CORE VALUES</p>	<p>We believe that:</p> <ul style="list-style-type: none"> • Trust and respect are fundamental for thriving relationships. • Our community flourishes when individuals, families and organizations collaborate. • Every person matters and has value. • Responsibility and accountability are essential for personal growth, organizational improvement and community engagement. • Commitment to high expectations is essential to help achieve full individual and collective potential.
<p>MISSION OUTCOMES</p>	<p>By 2020, all students will...</p> <ul style="list-style-type: none"> • Develop a personalized education path they can articulate and use to progress toward their evolving dreams. • Identify and choose positive ways they can take active ownership in their community while recognizing its diversity.
<p>STRATEGIES</p>	<p>We will...</p> <ul style="list-style-type: none"> • Ensure that every employee understands, supports and promotes our core values and mission. • Build trust and facilitate engagement with all ISD 15 stakeholders. • Align and support all educational programs and services to achieve our mission and mission outcomes.
<p>STRATEGIC DELIMITERS</p>	<p>We will NOT...</p> <ul style="list-style-type: none"> • Continue or adopt any program or service unless it is aligned with and advances the mission and is accompanied by the necessary human and financial resources • Make decisions without the use of relevant data provided by the appropriate personnel. • Allow past experiences to interfere with the consideration of new ideas.

SECTION V: CLASSIFICATION HISTORY AND APPROVAL

This Position Description reflects an accurate and complete description of the duties and responsibilities assigned to the position.

Department Head's Signature

Date

Classification History:
Created classification description 4/2016 BCC