

# Graphics Management: Associate Manager, Graphics

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Conceives, designs, lays out, and coordinates editorial illustrations and creative artwork. Develops interpretive themes that convey ideas and information. Creates graphic presentations that communicate mood, emphasis, insight, viewpoint, and similar visual impressions. Provides guidance on graphic technology. Works closely with internal company contacts to understand requirements and create cost efficient graphic designs through available mediums. May provide computer graphic services for web artwork. May also have responsibility or input on reproduction and printing processes through in-house resources or outside vendors.

Responsible for conceptualizing and coordinating all graphic design work, which may include electronic presentations, graphic illustrations, audio/video training modules, and professional advertising. Establishes graphics standards associated with external presentations, trade show exhibits, technical documents, sales proposals, and product manuals within corporate identity guidelines. Must have administrative understanding of company computer applications for efficient electronic transfer of data that supports art production. Responsible for defining and implementing graphic arts toolset standards for efficient art production. Works closely with Marketing Communications, Business Development, Senior Management and Engineering to accommodate diverse graphics needs. These include art content development, photography, video animation, web publishing, signage, and any other visual presentation mediums required by the company. In addition to coordinating graphics work, must also be able to work with Engineering and Marketing personnel to develop high-impact visuals for product brochures, web-based publishing, trade show content, and proposal graphics. Must also design document style, including binders, separators, inserts, page layout, etc. Responsible for coordinating cost, schedule and resources of product assignments (including vendor support) with an emphasis on efficient use of resources. May provide guidance and training to other department staff members. Responsible for maintaining a graphic arts library database, including photography and history.

Familiar with all computer and graphic arts terminology. Knowledge of graphics and presentation software, as well as various print and production requirements and electronic export devices. Knowledge of multi-media technology and use. Expertise in the use of video and audio editing technology. Ability to manage multiple projects simultaneously under frequently changing priorities.

## **Management Role**

Accomplishes results through lower level subordinate supervisors or through experienced exempt employees who exercise significant latitude and independence in their assignments.

## **Policy and Strategy**

Administers and executes policies, processes, and procedures that affect subordinate employees and the workflow of the work area.

## **Freedom to Act**

Assignments are task or activity oriented. Work is reviewed for soundness of judgment and overall quality and efficiency.

## **Impact**

Decisions impact work area operations. Erroneous decisions or recommendations or failure to achieve results might cause delays in schedules and require the allocation of more people and financial resources.

## **Liaison**

Interacts internally primarily with subordinates and other supervisors. External interaction is typically with suppliers, vendors and/or customers. Primary purpose of liaison is information sharing and basic problem resolution.

## **Minimum Education and Experience**

Bachelor's Degree in Graphics Design or related field and 7+ years professional experience, which may include 3+ years previous lead or supervisory responsibilities. Advanced MS Word, PowerPoint, and Excel skills. Photoshop, Illustrator, and Adobe Acrobat Pro.