

Graphics Management: Manager, Graphics

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 subordinate supervisors, or exempt specialist employees.

Policy and Strategy

Interprets and administers policies, processes, and procedures that may affect sections and subordinate work areas.

Freedom to Act

Assignments are defined in terms of activities and objectives. Work is reviewed upon completion for adequacy in meeting objectives.

Impact

Decisions have an impact on work processes and outcomes. Erroneous decisions or recommendations or failure to complete assignments normally result in serious delays and considerable expenditure of additional time, human resources, and funds.

Liaison

Interacts frequently with internal personnel and outside representatives at various levels. Participates and presents at meetings with internal and external representatives. Interaction typically concerns resolution of operational and scheduling issues.

Minimum Education and Experience

Bachelor's Degree in Graphics Design or related field and 10+ years professional experience, which may include 5+ years previous lead or supervisory responsibilities. Advanced MS Word, PowerPoint, and Excel skills. Photoshop, Illustrator, and Adobe Acrobat Pro.