

Graphics Management

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.

Level 1		Level 2		Level 3		Level 4	
Supervisor, Graphics		Associate Manager, Graphics		Manager, Graphics		Sr. Manager, Graphics	
Management Role	Accomplishes tasks mainly through direct supervision of non-exempt and entry-level exempt employees.	Accomplishes results through lower level subordinate supervisors or through experienced exempt employees who exercise significant latitude and independence in their assignments.		Accomplishes results through subordinate supervisors, or exempt specialist employees.		Generally accomplishes results through lower management levels.	
Policy and Strategy	Directs daily operations of work area.	Administers and executes policies, processes, and procedures that affect subordinate employees and the workflow of the work area.		Interprets and administers policies, processes, and procedures that may affect sections and subordinate work areas.		Establishes operating policies and procedures that affect departments and subordinate sections and work area. Interprets company-wide policies and procedures. Develops budgets, schedules, and performance standards.	
Freedom to Act	Assignments are largely established in accordance with schedules and deliverables. Work is reviewed for accuracy and completeness.	Assignments are task or activity oriented. Work is reviewed for soundness of judgment and overall quality and efficiency.		Assignments are defined in terms of activities and objectives. Work is reviewed upon completion for adequacy in meeting objectives.		Assignments are objective oriented. Work is reviewed in terms of meeting the organization's objectives and timelines.	
Impact	Decisions have a direct impact on work unit operations. Erroneous decisions or recommendations or failure to achieve results might cause delays in schedules.	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.		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.		Decisions have an extended impact on work processes and outcomes. Erroneous decisions result in critical delays and modifications to projects or operations; cause substantial expenditure of additional time, human resources, and funds; and jeopardize future business activity.	

Level 1		Level 2		Level 3		Level 4	
Supervisor, Graphics		Associate Manager, Graphics		Manager, Graphics		Sr. Manager, Graphics	
Liaison	Interacts daily with subordinates and/or peers within similar and/or related functions primarily for the purpose of presenting and exchanging information.	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.	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.	Interacts frequently with internal and external management and senior-level customer representatives concerning projects, operational decisions, scheduling requirements, and/or contractual clarifications. Leads briefings and technical meetings for internal and external representatives.			
Minimum Education and Experience	Bachelor's Degree in Graphics Design or related field and 5+ years professional experience, which may include 1+ years previous lead or supervisory responsibilities. Advanced MS Word, PowerPoint, and Excel skills. Photoshop, Illustrator, and Adobe Acrobat Pro.	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.	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.	Bachelor's Degree in Graphics Design or related field and 12+ years professional experience, which may include 5 - 7 years previous lead or supervisory responsibilities. Advanced MS Word, PowerPoint, and Excel skills. Photoshop, Illustrator, and Adobe Acrobat Pro.			