Graphics Specialist: Graphics Manager

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 definition and implementation of 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.

May also provide web-based solutions to meet business needs for the Business Area. Research and obtain hardware and software to meet Graphics technology requirements. May develop, manage, and administer intranet and internet sites for the division.

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.

Knowledge
Develops advanced concepts, techniques, and standards. Develops new applications based on professional principles and theories. Viewed as expert in field within the corporation.

Problem Solving
Develops solutions to problems of unusual complexity that require a high degree of ingenuity, creativity, and innovativeness. Challenges are frequently unique and solutions may serve as precedent for future decisions.

Discretion/Latitude
Works under consultative direction toward long-range goals and objectives. Assignments are often self-initiated. Virtually self-supervisory.

Impact
Decisions affect the financial, employee, or public relations posture of the organization. Erroneous decisions or recommendations would normally result in failure to achieve goals critical to the major objectives of the organization.

Liaison

Serves as prime consultant and external spokesperson for the organization on highly significant matters relating to policies, programs, capabilities, and long-range goals and objectives.

Minimum Education and Experience
10+ years directly-related experience w/Bachelor's Degree in Graphics Art or related field. Advanced MS Word, PowerPoint and Excel skills. Photoshop, Illustrator, and Adobe Acrobat Pro.