

Graphics Specialist

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.

Level 1		Level 2		Level 3		Level 4		Level 5	
Graphics Specialist I		Graphics Specialist II		Graphics Specialist III		Sr. Graphics Specialist		Graphics Manager	
Knowledge	Limited use and/or application of basic principles, theories, and concepts. Limited knowledge of industry practices and standards.	Frequent use and general knowledge of industry practices, techniques, and standards. General application of concepts, and principles.		Complete understanding and application of principles, concepts, practices, and standards. Full knowledge of industry practices.		Contributes to the development of new concepts, techniques, and standards. Considered expert in field within the organization.		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	Solves routine problems of limited scope and complexity following established policies and procedures.	Develops solutions to a variety of problems of moderate scope and complexity. Refers to policies and practices for guidance.		Develops solutions to a variety of complex problems. May refer to established precedents and policies.		Develops solutions to complex problems that require the regular use of ingenuity and innovation. Ensures solutions are consistent with organization objectives.		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	Work is closely supervised. Follows specific, detailed instructions.	Works under only very general supervision. Work is reviewed for soundness of judgment and overall adequacy and accuracy.		Work is performed under general direction. Participates in determining objectives of assignment. Plans schedules and arranges own activities in accomplishing objectives. Work is reviewed upon completion for adequacy in meeting objectives.		Work is performed without appreciable direction. Exercises considerable latitude in determining objectives and approaches to assignment.		Works under consultative direction toward long-range goals and objectives. Assignments are often self-initiated. Virtually self-supervisory.	

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Impact	Contributions are usually limited to task-related activities. Errors do not typically have a major effect on the organization.	Contributes to the completion of organizational projects and goals. Errors in judgment or failure to achieve results would normally require a moderate expenditure of resources to rectify.	Exerts some influence on the overall objectives and long-range goals of the organization. Erroneous decisions or failure to achieve objectives would normally have a serious effect upon the administration of the organization.	Effects of decisions are long-lasting and heavily influence the future course of the organization. Errors in judgment or failure to achieve results would result in the expenditure of large amounts of company resources.	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	Contacts are primarily with immediate supervisor, and other personnel in the section or group.	Frequent internal company and external contacts. Represents organization on specific projects.	Represents organization as a prime contact on contracts or projects. Interacts with senior internal and external personnel on significant matters often requiring coordination between organizations.	Serves as consultant to management and special external spokesperson for the organization on major matters pertaining to its policies, plans, and objectives.	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	0+ years directly-related experience w/Bachelor's Degree in Graphics Design or related field. Basic MS Word, PowerPoint, and Excel skills. Photoshop, Illustrator, and Adobe Acrobat Pro.	3+ years directly-related experience w/Bachelor's Degree in Graphics Design or related field. Intermediate MS Word, PowerPoint and Excel skills. Photoshop, Illustrator, and Adobe Acrobat Pro.	6+ years directly-related experience w/Bachelor's Degree in Graphics Design or Business related field. Advanced MS Word, PowerPoint and Excel Skills. Photoshop, Illustrator, and Adobe Acrobat Pro.	8+ years directly-related experience w/Bachelor's Degree in Graphic Design or related field. Advanced MS Word, PowerPoint and Excel skills. Photoshop, Illustrator, and Adobe Acrobat Pro.	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.