

Graphic Arts and Marketing Coordinator

DEFINITION

Coordinate Modesto Junior College's overall marketing strategies and tactics with the Director of Marketing and Public Relations. Develop, design, and produce a variety of technical artistic and graphic work in the development of marketing publicity materials that advance the brand, mission, and values of Modesto Junior College. Perform related activities including desktop publishing, graphic design, original artwork, logos, illustrations short-form video, and images for publication, advertisements, specialty items, webpages, social media platforms, and other complex production projects.

DISTINGUISHING CHARACTERISTICS

Positions in this class are generally allocated to a centralized marketing, public relations or may be allocated within a college executive office. Incumbents in this class are responsible for leading and coordinating the most advanced design projects, complex marketing campaigns and branding. Incumbents may also coordinate information across public domain, such as the College website and all social media, with substantial responsibility for complex publications. Duties require advanced technical knowledge of computer graphics and publications software, website design, and social media platforms.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from the Director of Marketing and Public Relations. Exercises functional oversight of graphic design staff. Incumbents in this class work under the direction of a manager or senior manager. Incumbents plan and/or determine specific procedures, staffing, or equipment required to meet assigned objectives and solve non-routine problems, referring only unusual matters to a supervisor.

ESSENTIAL DUTIES

- Assists with conceptualizing and implementing highly complex marketing campaigns, and event coordination including, the development of themes, strategies, and timelines.
- Research, conceptualize and design marketing graphics and illustrations to support marketing campaigns through publications, announcements, brochures, posters, digital and hard copy advertisements, videos, presentations, large outdoor advertising materials, digital displays, technical graphics, super-graphics and other marketing and information materials.
- Design typography, graphics, and photo images to support written content and messaging.
- Create, manipulate, and edit photographs and/or video content for use on websites PowerPoint presentations, marquee screens, printed materials, promotional videos, social media, and other informational and marketing applications.
- Performs advanced and specialized technical graphic design and publication work using desktop publishing programs, graphics software, and peripheral hardware such as cameras and scanners in the performance of graphic design functions.
- Gauge the effectiveness of events and marketing campaigns and make adjustments as needed
- Receives project requests and interprets user concepts into illustration designs; recommends paper, color, estimates material, service, and labor costs and recommends appropriate vendors; communicates cost projections to supervisor or other clients.
- Coordinate with department staff, contractors, and vendors for the purpose of exchanging creative input and meeting production schedules.
- Coordinates the production of marketing materials; works closely with user clients, printing personnel and service vendors including design specifications for campus printing, outside printers, pre-press vendors, and traditional and digital advertising vendors.
- Assists in the development, execution and monitoring of the College's overall social media strategies and campaigns.
- Maintains the College's message across all social media platforms and adheres to the College's messaging guidelines.

- Monitors and stays apprised of trends in social media tools, trends and applications using data to inform and shape future strategies.
- Assists with public relations activities, outreach and events to meet the overall marketing goals of the College.
- Maintains complex graphics and file storage and retrieval systems, including graphic arts copy, production files, print cost details and other records as needed.
- Independently responds to various inquiries and correspondence; prepares information and data requested for administrative review; prepares reports, files, correspondence and other documents; attends meetings; serves on committees and task forces.
- Performs other related duties as assigned.

TYPICAL WORKING CONDITIONS

Work is generally performed in a standard office environment, but may also include extended exposure to a production-printing environment.

MINIMUM QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The knowledge and ability requirements are representative of essential duties. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of the position.

Knowledge of:

- In-depth knowledge and understanding of social media platforms such as Facebook, Twitter, Instagram, Tiktok, LinkedIn, YouTube, Vimeo, Pinterest, Tumblr, etc.
- English usage, grammar, punctuation, and arithmetical calculations.
- Safe working methods and procedures.
- Principles and practices of customer service.
- Principles and practices of marketing and communications, print production and digital workflow.
- Project management methods and techniques
- Complex methods and techniques of graphic arts design and production.
- Typography, photography and visual layout techniques to create professional marketing materials.
- Graphic design theory, research methods, website design standards, and production techniques
- Macintosh and PC Windows platforms, and peripheral hardware including cameras, scanners, and publishing software programs in the performance of graphic design
- Methods and techniques of webpage design and layout
- Digital marketing best practices, including social media and content writing.
- Basic copyright laws related to the publication of written materials

Ability to:

- Interpret user requirements into appropriate graphic materials.
- Originate and create artistic designs for marketing and outreach materials.
- Use computers and related software to design and produce artwork for digital workflow.
- Arrange, layout and make effective use of visual materials.
- Develop interest in community college issues and policy, and an understanding of how those issues can be addressed through effective marketing.
- Demonstrate sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, linguistic, and ethnic backgrounds, and disabilities of community college students and staff as demonstrated by skills and abilities in cultural responsiveness and cultural humility.

- Effectively and efficiently plan, organize, participate and assess the effectiveness of the social media campaigns to increase student engagement.
- Perform skilled and technical website updates with an understanding of user experience and principals of web design.
- Maintain graphics and file storage systems, including graphic arts copy, production files, photo libraries, and cost records.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships.
- Sit for prolonged periods of time; extensive use of a computer keyboard.
- Respond to requests from faculty, staff and students.

Licenses and Certificates:

- Depending upon assignment, a valid license to drive in California may be required.

Physical and Mental Standards:

- **Mobility:** ability to sit for long periods, move about an office, stand occasionally, reach above and below desk level.
- **Dexterity:** fine manipulation sufficient to operate a computer keyboard, handle individual papers, write and take notes.
- **Lifting:** frequent lifting of papers, files, equipment and material weighing up to 10 pounds.
- **Visual Requirements:** close vision sufficient to read files, documents, and computer screens and do close-up work; ability to adjust focus frequently.
- **Hearing/Talking:** ability to hear normal speech, speak and hear on the telephone, and speak in person.
- **Emotional/Psychological Factors:** ability to make decisions and concentrate; frequent contact with others including some public contact; frequent deadlines and time-limited assignments.

Education and Experience:

Any combination of education, experience and/or training that would likely provide the above-required knowledge, skills and abilities is qualifying. Typical background patterns that would provide the knowledge, skills and abilities are:

Pattern I

- **Experience:** Two years equivalent to a Graphic Arts and Marketing Specialist at YCCD or the equivalent.

OR Pattern II.

- **Education:** Possession of a bachelor's degree from an accredited college or university, with major course work in graphic art, fine art, design, communications, marketing or a closely related field.
- **Experience:** Four years performing graphic arts design, layout and setup functions using desktop publication software, including two years coordinating the production of complex technical graphic arts projects and marketing campaigns, and two years of supervisory experience.

OR

- **Education:** Associate's Degree from an accredited college or university with major course work in visual or graphic art, communications, business administration, marketing, or related field;
- **Experience:** Six (6) years of experience in graphic art design, layout and setup functions using desktop publication software, including two (2) years coordinating the production of complex technical graphic arts projects and marketing campaigns., and (2) supervisory experience.

Special Requirements:

Demonstrated proficiency with social media platforms, campaign performance analytics, specialized graphic and publishing software may be required.

Class Adopted: 10/18/18
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