

Graphic Design Coordinator
(Board of Cooperative Education Services)

DISTINGUISHING FEATURES OF THE CLASS: This position involves responsibility for the supervision and direction of the creative development, layout and design of large-scale mural, newsletters, brochures, flyers, display advertising, catalogues, maps, posters, logos and additional promotional materials for the component school districts and BOCES. Work is generated both freehand and electronically by using a desktop publishing system in conjunction with electronic drawing tablet, scanner, digital camera and a variety of design software. An incumbent is self-motivated and capable of handling numerous design projects simultaneously while leading and evaluating the work of others. Supervision is exercised over subordinate employees engaged in similar work. A Graphic Design Coordinator (BOCES) does related work as required.

TYPICAL WORK ACTIVITIES:

- Oversees the graphic elements of all departmental websites, maintaining consultative supervision over design work of junior designers, suggesting style of content and overall presentation of public information delivered;
- Supervise and lead the graphic design team;
- Delegate job responsibilities among junior team members and oversee that quality work is being completed within deadline;
- Identify, develop, implement and coordinate designs and final printed promotional materials for the component school districts and BOCES;
- Designs concepts and develops templates for visually communicating with the public, in keeping with the goals and objectives of the BOCES division or component school district;
- Coordinates all BOCES design services for internal and external customers, handle arrangements for printing;
- Ensure that creative content aligns with the creative direction of the school district or BOCES;
- Identify unique and creative solutions and ideas for internal customers;
- Promotes the use of new technologies in marketing and design efforts;
- Ensure that deadlines and deliverables are met and meet District or BOCES needs;
- Assists Marketing Brand & Communication Coordinator and Specialists in developing a comprehensive program and/or unique work for BOCES and the component districts.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES, AND PERSONAL CHARACTERISTICS: Thorough knowledge of computers, desktop publishing and commercial art design; thorough knowledge of drawing and design techniques, procedures and various advertising media; working knowledge of the commercial digital printing process; ability to work under pressure and meet deadlines; possess a good eye for color concept and design; physical condition sufficient to perform the essential functions of the position.

MINIMUM QUALIFICATIONS: Either:

A) Possession of a Bachelor's Degree in Art, Fine Art, Graphic Art, Design, Studio Art, Commercial Art or a closely related field which included both manual and computer assisted design techniques, and two (2) years of experience in a position involving graphic illustration, graphic design or commercial art which included both manual and computer assisted design techniques.

OR

B) Possession of an Associate Degree in Art, Fine Art, Graphic Art, Design, Studio Art, Commercial Art or a closely related field which included both manual and computer assisted design techniques, and four (4) years of experience in a position involving graphic illustration, graphic design or commercial art which included both manual and computer assisted design techniques.

OR

C) Six (6) years of experience in a position involving graphic illustration, graphic design or commercial art which included both manual and computer assisted design techniques.

NOTE: Your degree must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree was awarded by an educational institution outside the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the New York State Civil Service website. You must pay the required evaluation fee.

SPECIAL REQUIREMENT FOR APPOINTMENT IN SCHOOL DISTRICTS/BOCES:

Per regulations of the Commissioner of Education, to be employed in a position designated by a school district or BOCES as involving direct contact with students, a clearance for employment from the State Education Department is required.

CATTARAUGUS COUNTY CIVIL SERVICE

Adopted: 8/24/22