



# Job Description

(For Positions in CAW Local 555, Unit 1)

*Job descriptions do not include every duty that an individual in a position performs. They are intended to be representative and characteristic of the duties required and the level of work performed. Depending upon the size of the department or unit and its functional activities, incumbents who fall into this category may perform all of the duties listed below or, in the case of large departments or units, may be assigned to designated specialized functions.*

JD #:	<b>JD00131</b>	Pay Grade:	<b>8</b>
JD Title:	<b>Senior Designer</b>	JD FTE Hours:	<b>35</b>
Job Family:	<b>AV/Print</b>		

## General Description

Responsible for managing design projects from concept to completion. Creates a variety of communication medium requirements for the University and community-based clients to meet educational, research or communication objectives.

## Representative Duties & Responsibilities

- Develop original and custom graphic designs and communications including, but not limited to, newsletters, brochures, posters, books and websites to be used for education, fundraising or product and service promotion.
- Interpret information supplied by clients regarding project requirements and provide assistance to sales staff in finalizing needs specifications with clients.
- Develop a cost-effective strategy for all work produced.
- Provide detailed and accurate estimates for all marketing graphics based on print specifications.
- Create and gather text, graphics, illustrations and photo images.
- Complete work order forms ensuring the accuracy of the project and its timelines.
- Coordinate the job process from concept through to finished product including coordinating with other campus services and external suppliers.
- Write code in a variety of programming languages for internet applications.
- Translate instructions into logical sequences of terms and mathematical equations when coding for web applications.
- Gather and compile pertinent information from clients necessary to complete the work order.
- Research and implement current trends and practices to produce effective communication pieces.
- Liaise with clients and discuss projects to determine the best medium to appeal to the intended audience.
- Provide design advice to clients and explain complex technical terms in non-technical language.
- Proof and edit material for accuracy and completion.
- Troubleshoot technical problems with software.
- Investigate and evaluate suppliers of paper, printing, photography and related services for use in the department.
- Adhere to established University and external deadlines and timelines.
- Maintain and enhance software and hardware skills as department usage and software features are upgraded.
- Remain current with frequent developments and trends in graphic design and technological advancements.

## Supervision

- Ensure adherence to quality standards and procedures for short term staff and volunteers.

## Qualifications

- 3 year Community College diploma in Graphic Design or related field.
- Requires 3 years of relevant experience.

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## Effort

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### Physical Effort:

- A typical work day occasionally requires low physical effort for activities such as:
  - Intermittent periods of keyboarding to produce a variety of documents.
- A typical work day consists of greater than 3.5 hours of moderate physical effort for activities such as:
  - Precise placement of objects for graphic design and developing communication materials.
- Elements of high physical effort are not a regular feature of this job.

### Mental Effort:

- A typical work day occasionally requires routine mental effort for activities such as:
  - Processing routine documents and correspondence.
- A typical work day consists of up to 3.5 hours of moderate mental effort for activities such as:
  - Liaising with clients to determine the best medium to appeal to the intended audience.
  - Troubleshooting technical problems with software.
  - Completing work order forms.
  - Proofing and editing material.
- A typical work day consists of greater than 3.5 hours of high mental effort for activities such as:
  - Developing original and custom communication.
  - Performing graphic design.

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## Working Conditions

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### Physical Environment:

- There are no adverse physical environment conditions inherent to the job.

### Psychological Environment:

- Occasionally interacts with individuals who may be rude or upset.
- Frequently deals with multiple projects and simultaneous deadlines.

### Health & Safety:

- Risk to the incumbent is no higher than for the general population.

## Job Description Rating Sheet

(For Positions in CAW Local 555, Unit 1)

JD #:	<b>JD00131</b>	Pay Grade:	<b>8</b>
JD Title:	<b>Senior Designer</b>	Total Points:	<b>548</b>
Job Family:	<b>AV/Print</b>		

Factor	Subfactor	Level Rating	Points
<b>Skill</b>	1. Applied Reasoning and Analytical Skills	<b>5.0</b>	105
	2. Breadth of Knowledge	<b>2.0</b>	13
	3. Adaptation to Change/Updating of Learning	<b>2.5</b>	17
	4. Interpersonal Skill	<b>3.0</b>	39
	5. Education and Experience	<b>D8</b>	72
	6. Dexterity and Coordination	<b>3.0</b>	21
<b>Effort</b>	7. Physical Effort	<b>3.0</b>	18
	8. Mental Effort	<b>5.0</b>	100
<b>Responsibility</b>	9. Planning and Coordination	<b>3.0</b>	46
	10. Responsibility for Others	<b>2.0</b>	33
	11. Accountability for Decisions Actions Affecting People, Assets, and Information	<b>3.0</b>	66
<b>Working Conditions</b>	12. Physical Environment	<b>1.0</b>	3
	13. Psychological Environment	<b>2.0</b>	10
	14. Health and Safety	<b>1.0</b>	5