**P3: Level Standards**

**GENERAL ROLE**

This level is accountable for directly providing service to any assigned work unit at the University. The service can focus on a single or a variety of job functions with varying degrees of independence. Positions at this level may supervise student or support employees.

Incumbents:

* Put into effect what is required by defined job duties and responsibilities following professional norms or established procedures and protocols for guidance.
* Alter the order in which work or a procedure is performed to improve efficiency and effectiveness.
* Recommend or implement modifications to practices and procedures to improve efficiency and quality, directly affecting the specific office operation or departmental procedure or practice.

**INDEPENDENCE AND DECISION-MAKING**

*🡪 Supervision Receive*d

* Works under limited supervision.

*🡪 Context of Decisions*

* Utilizes general departmental guidelines to develop resolutions outside the standard practice.

*🡪 Job Controls*

* Possesses considerable freedom from technical and administrative oversight while the work is in progress.
* Defines standard work tasks within departmental policies, practices, and procedures to achieve outcomes.
* Serves as the advanced resource to whom more junior employees go to for technical guidance.

**COMPLEXITY AND PROBLEM SOLVING**

*🡪 Range of issues*

* Handles a variety of work situations that are cyclical in character, with occasionally complex situations.
* Issues are regularly varied.
* Problems tend to be technical or programmatic in nature.

*🡪 Course of Resolution*

* Assesses a variety of situations, and develops resolutions through choosing among options based on past practice or experience.

*🡪 Measure of Creativity*

* Issues are solvable through deep technical know-how and imaginative workarounds.
* Most of the obstacles, issues, or concerns encountered require considering alternative practice or policy interpretation.

**COMMUNICATION EXPECTATIONS**

*🡪 Manner of Delivery and Content*

* Regularly provides information on finished materials to others.

**SCOPE AND MEASURABLE EFFECT**

* Actions regularly affect an individual, item, event, or incident, etc.
* Actions taken are generally done to meet reporting requirements or regulatory guidelines, or to satisfy internal checks and balances and/or existing standards.
* Incumbents have an indirect impact on a larger action or process, such as serving as a single component in an approval process, where the process is “owned” by a different work unit.
* May be designated to guide or organize the work of several employees within the unit.

**Job Template**

**GENERAL SUMMARY**

Creates graphics and designs media in print or electronic form for promotional and informational purposes for the designated department.

**REPORTING RELATIONSHIPS AND TEAMWORK**

Works under general supervision of a supervisor or manager.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

*The intent of this section is to list the primary, fundamental responsibilities of the job – that is, the duties that are central and vital to the role.*

* Designs print and electronic media graphics for distribution through various platforms, including emails, social media, print collateral, advertisements, promotional items, and web.
* Prepares documents and designs using methods and techniques suited to specific reproduction processes for final use and to publisher’s specifications.
* Researches ideas and materials presented for design or illustration, and makes decisions regarding proper visual interpretation.
* Recommends ways to meet client’s needs within budget limits. Recommends solutions to design problems and explains finished mechanical to client.
* Serves as a consultant to clients and researchers regarding most effective design and techniques to produce desired visual effect.
* Sets up photo shoots and negotiates with photographers and other illustrators for services, as needed.
* Collaborates with writers, editors and other production staff to produce a coordinated finished product.
* May create and update website pages.
* Performs related work as required.

**MINIMUM QUALIFICATIONS**

* Bachelor’s degree in related field.
* Three years of related experience.

OR

* Associate’s degree
* Five years of related experience

**COMPETENCIES**

**Knowledge of:**

* Basic web and digital design and development practices
* Current graphic design principles and practices
* Microsoft Office and related software applications
* Adobe Creative suite and other design software applications

**Skill in:**

* Planning and organization
* Troubleshooting
* Developing and maintaining effective and appropriate working relationships
* Critical thinking, problem solving and analysis

**Ability to:**

* Create and develop assets that support and align with multiple campaigns or objectives that can positively impact the brand, image, awareness, exposure, and ability to generate revenue
* Communicate effectively through both oral and written means
* Respect diversity and work collaboratively with individuals of diverse cultural, social and educational backgrounds
* Manage multiple projects simultaneously and meet established deadlines
* Solve complex technical or design problems
* Maintain the confidentiality of information and professional boundaries
* Work independently to analyze available information, draw conclusions and understandings, and present such conclusions effectively to senior management