

The Maryland-National Capital Park and Planning Commission

TITLE:	Graphic Supervisor	GRADE: I	CODE: 3155
SERIES:	Artistic Display	DATE: 12/12/06	FLSA: Exempt EEOC: Professional

Class Definition

Under general direction, plans, coordinates, supervises and directs the production of a wide variety of graphic design and website work in support of a department. Incumbents perform the most advanced and difficult graphics work, supervising staff and reviewing and approving design and marketing materials of considerable responsibility, complexity, and variety.

Incumbents manage and direct a graphics program, creating and producing a variety of design materials at the advanced level. Supervises the work of other staff engaged in researching, designing, publishing and producing a wide variety of printed and multimedia material, including posters, program guides, maps, public presentations, marketing campaigns, brochures and websites. Serves as the final authority regarding judgment in design style, format, and illustration.

Establishes unit priorities and schedules, and assigns work to design staff. Performs administrative duties relative to the coordination and implementation of the unit budget, completion of staff performance evaluations, etc. Position is held responsible for the efficiency and effectiveness of the unit given the equipment, staff and materials available, and the ability to meet departmental goals and needs. Performs other duties as assigned.

Examples of Important Duties

1. Develops goals and objectives for graphics program. Develops policies and procedures related to the production of printed material. Coordinates activities with other Commission units, including analysis of Commission and specific program needs and development of material for a specific audience.
2. Supervises graphic design projects from conception to completion; adheres to project timelines and budgetary restraints. Advises staff on application, development, and use of graphic materials, equipment, and printing techniques. Works with divisions to establish project budgets, including vendor contracts, and printing and material costs. Prepares bid specifications for specialized contract work/external vendors as needed. Reviews work, internally and externally to ensure project output meets acceptable standards.
3. Plans, prioritizes, and coordinates graphic design, and website activities. Meets with department staff to develop themes or targeted design approach (i.e. attraction of certain audiences or markets such as children, senior citizens, ethnic groups, etc.). Supervises staff. Oversees recruitment, retention, recognition, training, and evaluation of staff. Counsels staff on ways to improve performance. Plans, schedules, and assigns work. Initiates recognition and disciplinary actions. Approves time cards and leave requests.
4. Performs complex and advanced graphics design work to produce displays, printed material, publications, multimedia presentations, compact discs, and websites for a wide variety of Commission projects. Receives, interprets, and coordinates work requests, and assigns, coordinates and monitors work of professional and clerical staff. Serves as a

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liaison with department management; provides suggestions and resolutions regarding technique and media in order to receive desired effect.

5. Reviews technical literature and keeps current on new techniques and equipment in graphic design. Recommends equipment upgrades and internal training needs.
6. Participates in the bidding and selection process for contracts. Writes specifications. Monitors vendor performance; evaluates products for quality control, resolves issues.
7. Works with departmental and divisional staff to coordinate and analyze mailing lists, in-house mailing services, vendor requirements, and U.S. Post Office regulations to ensure efficient and effective distribution of printed marketing materials.
8. Manages unit's budget and prepares annual budget requests for areas of responsibility. Controls expenditures. Approves purchases of supplies and materials. Reviews product catalogs and meets with vendors to obtain price quotes and prepare purchase requests. Prepares requests for proposals, bid specifications, and oversees and approves the work of contractors. Monitors and maintains bookkeeping records for printing and production expenditures, including assignment of proper account codes.
9. Produces print and electronic graphic material. Uses graphic tools to design logos, illustrations, identify systems, and other artwork for use in Commission publications, displays, signs, flyers, posters, or other materials. Develops and/or directs website content, design and maintenance. Provides creative and unique design options.
10. Edits posters, brochures, booklets, websites, and other published material to focus and match direction of works with illustration or multimedia content. Selects and organizes art work and colors. Has final responsibility for format, accuracy, and appropriateness of publications of unit. Maintains database of stock designs, multimedia elements, and related work files.
11. Works collaborately with departmental staff and vendors to fully explore the creative needs of a program, division, or department and develops appropriate print and electronic materials.
12. Prepares and reviews for approval, information to be presented on the website. Modifies, enhances, updates, and reviews for approved web pages.

Important Worker Characteristics

- A. Knowledge of: (1) supervision; (2) purchasing guidelines and regulations; (3) graphic design, layout and presentation; (4) photography, and multimedia processes; (5) website design and maintenance; (6) design and color theory; (7) advanced printing and presentation techniques; (8) Commission organization, policies and procedures; * and (9) bookkeeping/budgeting/accounting practices;

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- B. Skill in operating of: (1) Computer hardware and software to design and create graphic art products and websites; and (2) equipment and tools associated with the work, including scanners, disc burners, storage systems and drives, printers, and Macintosh and personal computers.
- C. Ability to: (1) supervise, analyze, edit, and revise the work of graphic design staff; (2) effectively prioritize, schedule, and plan under tight deadlines; (3) communicate project and program deadlines and requirements; (4) translate written material into graphic form for specific audiences; (5) perform advanced creative graphic design work; (6) coordinate and organize multiple projects efficiently; (7) apply design principles to solve problems practically and creatively; and (8) communicates clearly and effectively, both orally and in writing.

*Developed primarily after employment in this job class.

Minimum Qualifications

1. Bachelor's degree in graphic design, graphic, studio or commercial art or related subjects; and
2. Four years of work experience as a Graphic Design Artist, including a minimum of one year experience leading and directing graphics design staff; or,
3. An equivalent combination of education and experience.
4. Valid driver's license in accordance with both State and Commission rules and regulations. Driver's licenses must be unencumbered by restrictions, revocations, suspensions, or points that could limit the employee's ability to drive Commission vehicles or perform driving duties required of their position.

Working Conditions

Works is generally performed in an office environment but may be performed in a field location, when required, with considerable pressure to meet deadlines.