

## The Maryland-National Capital Park and Planning Commission

TITLE: Senior Exhibits Specialist      GRADE: 24      DATE: 12/8/2020  
SERIES: Artistic Display      CODE: 1715      EEO: Professional      FLSA: Exempt

### Class Definition:

Under direction, renders professional artwork for the purpose of informing and educating users of Commission parks and other facilities. Assigned projects are of large size and importance, typically taking months to complete and requiring considerable coordination of outside vendors, skilled trades staff, and other Commission offices. Assignments typically specify the subject matter to be covered and the overall purpose to be achieved. Independently manages all aspects of the production effort; completed projects primarily involve many elements and are large or extensive in scope. The work involves a complex variety of visual arts projects, each with its own sequence of different technical processes. Themes or subjects, as well as the general format (e.g., medium, color scheme, overall dimensions) to be used, are at times, not well established or specified by others. The emphasis is on technical proficiency and expertise in the development of visual products. On larger projects, incumbents will have lead responsibility and direct the efforts of others assigned to the project. Completed projects are reviewed only in terms of effectiveness in meeting the established objectives of the project and finished work is usually considered technically authoritative and normally accepted without significant change. Employs a wide range of subject matter expertise, artistic design skills, and communication skills in the execution of visual information and electronic media projects. Anticipates potential problems; develops more effective ways to complete projects; and applies new uses of the current graphic design and publishing software applications. Manages programs and provides quality control oversight on projects administered by lower level specialists. Ensures the technical quality, effectiveness, timeliness, and conformance with visual standards of products. Works with specialized groups or individuals from outside the organization, for diverse purposes such as working with requestors in producing a final product, coordinating with vendors for non-personal services, purchasing audio/visual supplies and equipment, inquiring into visual information systems with industry representatives, and obtaining external support of audio/video services. Some work may be confidential or sensitive. The work contributes to the accuracy, adequacy, timeliness and other facets of the unit or work program of assignment. Applies comprehensive knowledge of, and skill in, the principles, techniques and uses of various graphic formats (i.e. print media, still photography, charts, graphs, video) utilized in the design and production of visual information projects and exhibits deliverables, including knowledge of graphics design, which involves two and three dimensional visual design programs and design tools, photography, printing, illustrations and graphic presentations, topography, carpentry, exhibit shop practices and project management. Independently performs various types of research and analyses and solves difficult, complex and challenging problems. Interacts with people inside and outside the organization to exchange information, coordinate, instruct, guide and advise. Performs other duties, as assigned.

Assignments are made in terms of ongoing functional responsibilities and requirements of specific assignments. The incumbent independently plans and carries out the work in conformance with established policies and procedures and accepted practices, resolves commonly encountered work problems and deviations by selecting and applying the appropriate guidelines, keeps the supervisor informed and brings procedural exceptions to the supervisor's attention for guidance or resolution. The work is expected to be accurate, timely and consistent with guidelines – the incumbent is held responsible for results; work is evaluated in terms of quality, quantity, timeliness, teamwork, customer service and other factors.

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### Examples of Important Duties (Estimated percentages):

1. Core Functions ( $\pm 75\%$ ) – assigned functions vary by position and area of assignment
  - Artistic Products and Fabrication. Reviews literature, confers with requesters, and conducts site visits to become familiar with the subject matter and purpose of the requested work. Develops appropriate concepts and designs to meet the intended purpose of the work and, upon approval, proceeds to produce required products, which may include, for example: interpretive 2-dimensional (2D) and 3-dimensional (3D) and other types of exhibits, displays, models, audio-visual shows, presentations, similar products and visitor experience elements. Produces artistic products that contain many elements, are large and extensive in scope, and require considerable coordination of others such as vendors, skilled trades staff, and other Commission staff in their production. Uses a variety of artistic and exhibit fabrication techniques such as painting, model-making, sculpting, silk screen printing, photography, drawing, and computer graphics to produce products.
  - Projects. Manages exhibit design projects of varying scope and complexity including budgets, schedules, productions, installations, evaluations and maintenance; coordinates work independently or with supervisory consultation, and resolves most problems that arise. Uses project management tools to monitor, track and communicate progress of projects; reports to requesters, supervisor, other stakeholders regularly on progress of projects. Oversees outside contractors, skilled trades staff or other staff to perform specific design, production or installation functions.
  - Other Types of Artwork and Design. Confirms illustrations, design logos, graphic symbols, and other artwork for use in Commission flyers, advertisements, posters, banners, signs, maps, publications, exhibits, uniforms, facilities, vehicles, and other areas are rendered. Utilizes technical proficiency to design brochures, reports, maps, and other publications; selects and organizes artwork (e.g., covers, colors, paper stock, illustrations and photos) and related aspects of a product. Manages digital files for printing and large format production.
  - Signs and Written Copy. Ensures signs, headlines, displays, exhibits and other written copy are created in various styles.
2. Other ( $\pm 25\%$ ) %
  - Coordinates photographic surveys of Commission facilities, parks, and to portray county lifestyles; directs photo shoots for exhibit productions and use in programs. Operates graphics cameras and performs layout and paste up work.

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- Maintains inventory of art supplies; writes specifications for printing and contracting jobs. Obtains bids and price quotes; writes purchase orders for printing and supplies and inspects deliveries. Approves work of printers; confers with vendors regarding requested services and their capabilities. Maintains files of correspondence, artwork, project work papers, and materials inventory.
- Ensures routine maintenance and cleaning of equipment and work areas in the shop is performed; completes minor repairs and renovations. Safely stores paints, chemicals, hazardous materials, and other materials used in artwork; performs routine safety checks.
- Conducts research, attends training and conferences, networks with other professionals and organizations in the field to update skills and knowledge; stays current of industry standards in field of exhibit, graphic design and recent advancements in the field of photography, equipment, experimental materials, techniques, or processes to create photographic products.
- Evaluates possibilities for improvements, modifications, or replacements of existing equipment, materials, and techniques. Disseminates information to management, on most appropriate visual means of conveying information to internal and external stakeholders through various print/graphic information mediums.

### Important Worker Characteristics:

- A. Comprehensive knowledge of, and skill in, (1) the principles, techniques and uses of various graphic formats (i.e. print media, still photography, charts, graphs, video) utilized in the design and production of visual information projects and exhibits deliverables; (2) graphics design, especially two and three dimensional visual design programs and design tools; (3) photography; (4) printing, illustrations and graphic presentations; (5) topography; (6) carpentry; (7) exhibit shop practices; (8) safety and first aid; (9) project management; (10) basic building trades and applications\*; (11) ADA requirements relating to exhibits and signage\*; and (12) Commission organization, policies and procedures\*.

*\*Typically acquired or fully developed primarily after employment in this job class.*

- B. Skill and ability to (1) manage projects independently involving many elements and which are of large size or extensive scope; (2) lead other staff in the production of large projects; (3) calculate fractions, decimals, and percentages; (4) organize work efficiently; (5) create design packages including conceptual, schematic, construction drawings and illustrations; and (6) uses judgment and creative skills to visually interpret organizational programs, policies, and other initiatives of high interest for internal and external customers; (7) exercise inventiveness in applying state of the art technology; and (8) safety and first aid.

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- C. Skill in problem solving to select, organize and logically process relevant information (verbal, numerical or abstract) to solve a problem. This includes skill in identifying subtle aspects of problems and making recommendations and decisions. Examples include applying artistic principles to solve problems; analyzing programs and developing recommendations to achieve the visual exhibit objectives.
- D. Skill in communication to understand verbal and written information (including facts, assertions and arguments), draw inferences, form hypotheses, and develop logical arguments, and to express such information so that others will understand, and, in some situations, agree, comply or take other desired actions. This includes skill in actively listening to ascertain key information, including perspectives, concerns, wants and needs of others, and in coordinating to obtain desired results including agreement or compliance. Examples include reading and writing routine reports and correspondence; using proper spelling, punctuation, and grammar; and proofreading typed materials; recommending effective ways of communicating abstract concepts that are professional, high-quality and visually pleasing and designs visual products that clearly and effectively targets the audience in a concise, professional, fair, and objective manner.
- E. Interpersonal skills to interact effectively with contacts in a businesslike, customer service-oriented manner; this includes skill in establishing and maintaining effective working relationships and working as a member of a team.
- F. Skill in using (1) tools, instruments and equipment of the graphics arts and the exhibit fabrication field; (2) carpentry tools; (3) cameras; (4) computer, modern office software (such as MS Office) and computer graphics software and hardware. Examples include creating illustrations that require use of contrast, appropriate line weight to scale, depictions of textures and sharpness of delineation.

### Minimum Qualifications (MQs):

1. Bachelor's Degree in Commercial Arts, Graphic Arts, Studio Arts, or any related field.
2. Two (2) years of experience in commercial or graphic arts.
3. An equivalent combination of education and experience may be substituted, which together total six 6 years.
4. Pass Commission medical examination.

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### Working Conditions:

Works in an exhibit shop with exposure to various chemicals. The work requires some physical exertion, such as long periods of standing or recurring lifting of moderately heavy items. Incumbents in this class must frequently: remain in a stationary position, and position self to complete work, climb ladders, stairs or scaffolding, stooping to photograph or work on designs at certain angles, use fingers and hands to manipulate tools and equipment; communicate and exchange information with internal staff and the public, be able to see objects from near or far, distinguish between colors and lift and carry equipment weighting up to 49 pounds. Work involves personal production or installation of exhibits, illustration work on-site, or on-site inspection or supervision of one or more phases of the production of a visual product. May be subject to various job demands such as high volume of work and tight deadlines.

The work involves moderate risks or discomforts such as working with power tools or irritant or hazardous substances and may require special safety precautions and the use of protective masks, gowns, goggles, gloves, or boots.