

The Maryland-National Capital Park and Planning Commission

TITLE: Graphic Design Supervisor GRADE: 28 DATE: 12/8/2020
SERIES: Artistic Display CODE: 1735 EEO: Professional FLSA: Exempt

Class Definition:

Under direction, manages the program operations and services of a graphic design unit. Plans, coordinates and directs the production of a wide variety of graphic design and website work in support of a department. Incumbents perform advanced and difficult graphics work, supervise staff and review and approve designs 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 graphics design staff engaged in researching, designing, publishing and producing a wide variety of printed and multimedia materials, including posters, program guides, maps, public presentations, marketing campaigns, brochures and websites. Advises staff on application, development and use of graphic materials, equipment and printing techniques. 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 and completion of staff performance evaluations. This class 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. Some work may be highly confidential or highly sensitive. The work (as supervisor) results in provision of important administrative support services for the unit of assignment. Applies expert knowledge of, and skill in, the principles, techniques and uses in graphic design, layout and presentation, and knowledge of photography, and multimedia processes, website design and maintenance, design and color theory, printing and presentation techniques and project management. Performs various types of data, operational and supervisory analyses to ensure adequacy, accuracy and effectiveness in assigned functions. Interacts with people inside and outside the organization to exchange information, coordinate, instruct, guide, advise and obtain agreement or compliance or achieve other desired actions. Meets the FLSA standard for exemption as a supervisor. Performs other duties as assigned.

Work is assigned in terms of functions, priorities, requirements of specific assignments, known or suspected problems. The incumbent independently plans and carries out the work in conformance with these parameters, established policies, procedures and accepted practices of the field of work, and resolves commonly encountered problems by selecting and applying, or adapting and adjusting, the applicable guides. The incumbent is to keep the supervisor informed and to seek assistance only for highly complex or sensitive matters. Work is expected to meet objectives highly effectively – the incumbent is held responsible for results; work is evaluated in terms of quality, quantity, timeliness, teamwork, customer service and such other factors as use of skill and ingenuity in overcoming technical and non-technical problems.

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Examples of Important Duties (Estimated Percentages):

1. Unit Management/Staff Supervision (±30%)
 - Manages the assigned work program and unit. Keeps unit staff informed of Commission policies and procedures; establishes work program goals and objectives; sets work standards; enforces work rules; plans, schedules, assigns, and reviews the work of the unit; provides input for, recommends and administers approved unit budgets (controls expenditures); manages unit staff and other personnel in support of programmatic objectives and operational requirements; monitors work operations; ensures oversight of the work of consultants and contractors.
 - Performs a full range of supervisory human resource (HR) management functions, unit-wide. Initiates or recommends official personnel actions such as recruitment, selection and transfer; selects or helps select staff; trains and develops staff or ensures staff training and development; mentors and coaches; counsels or disciplines; approves or disapproves leave; ensures adherence to equal employment opportunity (EEO) requirements and pertinent Commission policies and procedures; establishes and communicates objectives and expectations, and evaluates performance.
2. Quality Assurance/Quality Control Related (±50%)
 - Develops procedures related to the production of printed materials; coordinates activities with other Commission units, including analysis of Commission and specific program needs and development of materials for a specific audience. Plans, prioritizes, and coordinates graphic designs, and website activities; ensures unit meets deadlines. Meets with department staff to develop themes or targeted design approaches (i.e. attraction of certain audiences or markets such as children, senior citizens, ethnic groups).
 - 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. Reviews work, internally and externally, to ensure project outputs meet acceptable standards; maintains accurate and efficient project tracking system.
 - Plans, coordinates and supervises the production of a wide variety of complex and advanced graphic design work and visuals that support current marketing and promotion goals on various platforms including print, publication, web and social media formats. Serves as a liaison with department management; provides suggestions and resolutions regarding techniques and media in order to receive desired effects.

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- Manages unit budget and prepares annual budget requests for areas of responsibility and controls expenditures. Develops spending plans, reporting documentation and performance measures; approves purchases of supplies and materials. Reviews product catalogs, meets with vendors to obtain price quotes and prepares purchase requests.

3. Other (±20%)

- Reviews technical literature and keeps informed of new techniques and equipment in graphic design; recommends equipment upgrades and internal training needs. Participates in graphic design, photography and management training to further expand the unit's capabilities, keeps pace with new technology and maintains a professional level of competence.
- Participates in and oversees the bid and selection process for contracts and writes specifications. Monitors vendor performance; evaluates products for quality control and resolves issues.
- Works collaboratively with departmental staff and vendors to fully explore the creative needs of a program, division, or department and develops appropriate print and electronic materials.
- Prepares and reviews for approval, information to be presented on the website; modifies, enhances, updates, reviews and approves web pages.
- Operates various types of equipment in order to achieve desired effects including, but not limited to computer-based graphic software.

Important Worker Characteristics:

A. Expert knowledge of, and skill in (1) the principles, techniques and uses of graphic design, layout and presentation; (2) photography, and multimedia processes; (3) website design and maintenance; (4) design and color theory; (5) printing and presentation techniques; (6) branding and communications standards; (7) project management; (8) purchasing and budgeting processes with Commission*; and (9) Commission organization, policies and procedures*.

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

B. Knowledge of, and skill in, (1) planning, assigning and reviewing work, (2) budgeting, using capital and managing resources to accomplish work, and (3) managing work and supervising employees at the first level of supervision, or ability to rapidly acquire this knowledge and skill set; this includes knowledge of, and skill in applying, HR management and EEO principles and practices.

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- C. Extensive skill and ability to (1) independently manage projects involving many elements; (2) formulate effective design solutions for a variety of graphic assignments; (3) create original sketches, drawings or similar artistic products; (4) interpret ideas and concepts using artistic or graphic techniques; (5) handle multiple requests and schedules according to priority level and deadlines; (6) manage effectively and develop professional staff, monitor performance; (7) manage the messaging and positioning related to any graphic design product, furthers the goals and objectives of the department; and (8) create templates and best practices for staff to follow standards and guidelines; and build key messages and identify communication channels and tools to target specific audiences.
- D. Considerable 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.
- E. 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 communicating effectively to obtain agreement, compliance or other desired results. Examples include providing consultation, advice, training, tools and resources for graphic design needs; managing the development of communication plans for graphic design requests.
- F. Interpersonal skills to interact with contacts in a businesslike, customer service-oriented manner; this includes skill in establishing and maintaining effective working relationships and working as a leader of a team.
- G. Expert skill in using a computer, modern office suite software (such as MS Office), enterprise software and specialized software. Examples include operation of desktop publishing software and hardware; graphic software; and related equipment such as scanners, disc burners, storage systems, drives, printers website design and content software; video editing; and web and social media message formatting.

Minimum Qualifications (MQs):

1. Bachelor's Degree in Graphic Design, Graphics, Studio or Commercial Art or any related field.
2. Four (4) years of progressively responsible graphics design experience that includes a minimum of one (1) year experience leading and directing graphics design staff.
3. An equivalent combination of education and experience may be substituted, which together total eight (8) years.

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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.
5. Pass Commission medical examination.

Working Conditions:

Works in an office setting. Incumbents in this class must frequently: remain in a stationary position, and position self to complete work. Bends and stoops to photograph certain angles and manipulates equipment. Must be able to see objects from near or far, distinguish between colors and lift and carry equipment weighing up to 15 pounds. May be required to climb ladders, stairs or scaffolding to install exhibits or capture images. May be subject to various job demands such as high volume of work and tight deadlines.