

Oshkosh Public Library

Position Description

Position: Graphic Designer/Artist
Classification: Graphic Artist
Department: Library Development
Date: November 2022

General purpose

The person in this position is responsible for the design and production of printed materials and digital content for library promotions, advertising, website, social media, emails and other marketing activities.

Supervision Assistant Director for Library Development
Supervises None
Salary Matrix Level E

Essential duties and responsibilities

Duty / Responsibility	Performance Standards
Graphic design	
<ul style="list-style-type: none"> Conceive and produce impactful, creative designs in print and digital that support library marketing and communication strategies as determined by the Marketing Coordinator. Including but not limited to eNewsletter; digital assets; print materials; annual reports, advertising and signage. 	<ul style="list-style-type: none"> High quality print and digital materials that reflect and support marketing strategies are completed in a timely fashion.
<ul style="list-style-type: none"> Assist in development of logos and other graphics consistent with the library brand. 	<ul style="list-style-type: none"> Logos and graphics convey the library brand consistently and effectively to support the library vision and mission. Consistent branding is maintained across marketing materials and channels.
<ul style="list-style-type: none"> In collaboration with Marketing Coordinator, work with staff to create instructional materials, program support materials and forms that support library operations. 	<ul style="list-style-type: none"> Materials are available that meet the needs of staff and the patrons they serve.
<ul style="list-style-type: none"> Take digital photos and create video for the website, social media, advertising, collateral materials and other marketing or advocacy activities. 	<ul style="list-style-type: none"> Quality photos and video are available that help to tell the library story in a variety of formats.
<ul style="list-style-type: none"> Support social media marketing efforts by creating appealing visuals, creating and scheduling content as needed and preparing reports that track established performance metrics. 	<ul style="list-style-type: none"> The public engages with the library's social media accounts and activity is evaluated regularly.

<ul style="list-style-type: none"> • Obtain price quotes and order printing from Winnefox Library System printing services or outside vendors. 	<ul style="list-style-type: none"> • Cost-efficient, high quality printing services are delivered in a timely manner.
<ul style="list-style-type: none"> • Design signage for in-house use and displays for library and community events. 	<ul style="list-style-type: none"> • Signage and displays are effective in labeling, directing or enhancing a collection, service or event.
<ul style="list-style-type: none"> • Assess software needs and recommend updates/platforms that meet the graphic design and digital marketing needs of the library. 	<ul style="list-style-type: none"> • Software and other technology used in the design process and digital marketing maximize efficiency and support the creative process in ways that benefit the library.

KNOWLEDGE, SKILLS AND ABILITIES

- High level of creativity and ability to translate basic concepts to effective design.
- Proficient with Adobe Creative Suite; Photoshop; Illustrator, InDesign and other graphic applications.
- Understanding of basic design principles and graphic standards.
- Knowledge and experience creating printed pieces and digital assets, including newsletters, promotional materials, informational pieces and standard forms, from design to finished product.
- Understanding of the role of design in branding.
- Inter-personal skills; capable of working in a team environment and communicating effectively with other staff and community partners.
- Skill in communicating effectively with people from diverse backgrounds.
- Ability to work confidently in high-pressure, fast-paced environment.
- Ability to handle multiple projects and meet deadlines.
- Ability to adapt to change; willingness to teach and learn new ways of doing things, including new technologies.

REQUIRED EDUCATION AND/OR EXPERIENCE

A Bachelor of Arts or Bachelor of Science degree in art, design, marketing or similar field.

3-5 years design experience preferred; internship or employment in an agency environment desired.

Excellent design skills.

In evaluating candidates, the library may consider an equivalent combination of experience and education that provides the necessary knowledge, skills, and abilities to perform the duties of this position.

TOOLS AND EQUIPMENT USED

- Digital graphic design hardware and software
- Printer
- Scanner
- Digital camera/video recording equipment
- Hand tools including, but not limited to, straight edge, utility knife.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee may be required to stand for extended periods of time; talk and hear; use hands to dial, handle, or feel objects or controls; and reach with hands and arms. The employee may be required to kneel, walk, stand, bend, twist, push and pull. Job requires employee to be able to push carts and lift boxes weighing up to 50 pounds.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this position.

The noise level in the work environment is moderate. Most work is indoors.

Occasionally, when acting as a member of the library's management team, the person in this position may be called upon to perform duties to assure the health or safety of others, that fall well outside the typical tasks of the position. For example, the person in this position may be called upon to clean up blood or other bodily fluids (while taking proper precautions against infection by blood-borne pathogens); shovel snow; or salt an icy sidewalk.

SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview; background check; and job-related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

This job description does not constitute an employment agreement between the employer and employee. It is subject to change by the employer as the needs of the employer and requirements of the job change.

December 2022