



# COMMONWEALTH OF KENTUCKY JOB CLASS SPECIFICATION

## GRAPHIC DESIGN COORDINATOR

Job Number: 20001585

Job Code: 81830V230916

Job Group: 8100 - COMMUNICATIONS AND PROMOTIONS

Job Established: 01/16/2006

Job Revised: 09/16/2023

Grade: 14 Salary (MIN - MID):

\$21,514-\$32,271 - Hourly

\$3,496.04-\$5,244.04 - 37.5 Hr. Monthly Salary

\$3,729.10-\$5,593.64 - 40 Hr. Monthly Salary

Special Entrance Rate:

NONE

NONE

NONE

### PROBATIONARY PERIOD:

This job has an initial and promotional probationary period of 6 months, except as provided in KRS 18A.111.

**CHARACTERISTICS OF THE JOB:** *Characteristics of a job are general statements indicating the level of responsibility and discretion of positions in that job classification. These are not intended to be an exhaustive list.*

Performs and coordinates the work of others and/or graphic design projects in the creation, development, and production of printed, display, and web-based materials or products used in informational and educational programs, marketing and advertising efforts, promotional or retail use or similar purposes; and performs other duties as required.

### MINIMUM REQUIREMENTS:

#### **EDUCATION:**

Graduate of a college or university with a bachelor's degree in graphic design, commercial art, studio art or a closely-related field.

#### **EXPERIENCE, TRAINING, OR SKILLS:**

Two years of experience in graphic design.

#### **Substitute EDUCATION for EXPERIENCE:**

NONE

#### **Substitute EXPERIENCE for EDUCATION:**

Experience in one of the above areas will substitute for the required education on a year-for-year basis.

#### **SPECIAL REQUIREMENTS (AGE, LICENSURE, REGULATION, ETC.):**

NONE

**EXAMPLES OF DUTIES OR RESPONSIBILITIES OF THE JOB CLASSIFICATION:** *Examples of duties or responsibilities are not to be construed as describing what the duties or responsibilities of any position shall be and are not to be construed as limiting the appointing authority's ability to assign, or otherwise alter the duties and responsibilities of a position. This is not intended to be an exhaustive list.*

Creates computer-generated designs for animation, social media applications, web pages, electronic presentations, broadcasts, four-color magazines, books, brochures, displays, postcards, signs, and advertisement utilizing a range of media, methods and equipment. Develops or takes complex concepts and themes and produces complete layouts or designs that integrate all components into readable, attractive products for promoting and marketing purposes and/or educational and information needs. Uses industry- standard graphic design software such as, Adobe Creative Suite (InDesign, Illustrator, Photoshop, and Acrobat) for Windows or Mac, as well as Microsoft Word, Excel, PowerPoint and other Windows software in the design and development of products. Uses digital cameras, scanners and large-format and desktop printers in design/layout process. Employs both traditional and digital printing processes to prepare documents for pre- press and final output and consults with printing companies to insure quality. Uses Internet applications to prepare designed documents for uploading to website and other social media platforms. Applies photographic requirements and procedures in taking, processing and manipulating digital photographs. Maintains digital photo archives. Coordinates photo shoots including gathering/directing models and organizing props and locations. Creates illustrations by hand when necessary. Identifies and interprets graphic design needs and develops creative, responsive design concepts. Employs basic principles and practices of layout, design, copy and color, consults on and solves graphic design- related problems. Recommends acquisition of software and hardware technology to remain current with industry standards. \*\*Agency may request applicant to provide a portfolio of sample work in all referenced graphic design mediums at the time of employment interview.

**UNIQUE PHYSICAL REQUIREMENTS:**

Any unique physical requirements necessary to perform the duties of a specific position will be listed on the individual position description, if applicable.

**TYPICAL WORKING CONDITIONS:** *Incumbents in the job will typically perform their job duties under these conditions.*

Work typically involves some contact with the public, agency personnel and printing company representatives.

**ADDITIONAL REQUIREMENTS:**

Upon employment, employees in this job classification may be required to maintain a valid driver's license and may be required to drive a licensed vehicle. This status may be necessary for the length of time in this job classification. If this is necessary, it will be listed in the specific position description for the position at issue. Applicants and employees in this job classification may be required to submit to a drug- screening test and background check. Applicants and employees in positions which perform job duties that may require contact with offenders in the custody or supervision of the Department of Corrections or with youth in the care, custody, or supervision of the Department of Juvenile Justice must meet qualifications pursuant to the federal Prison Rape Elimination Act, 28 C.F.R.115.17 and 115.317.

*The Commonwealth of Kentucky does not discriminate on the basis of race, color, sex, disability, age, national origin, religion, sexual orientation, gender identity or expression, pregnancy or related medical condition, marital or familial status, ancestry, political affiliation, genetic information, or veteran status in accordance with state and federal laws.*