



DATE ISSUED: 09/06
FLSA: Exempt
PTO: VCS

JOB DESCRIPTION

TITLE

Senior Designer Specialist

JOB SUMMARY

Performs duties in conceptualizing, design, pre-production, production and printing of campus publications. Work is performed under general supervision, with an emphasis on independent performance and performance evaluation is based upon completion of assignments and results obtained. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Director of the Center for Student Development

Supervises: Supervises designers and Student Assistants

PRIMARY DUTIES - May include, but not limited to the following:

Responsible for originating plans for the total design or artistic technique/style of an assignment having numerous complex parts.

Responsible for creating and maintaining the Division of Student Life's web pages.

Coordinates printing, typesetting and other production elements to ensure quality control.

Prepares cost and time estimates for graphic portion of publication.

Responsible for designing and producing computer generated instructional and promotional materials for the Division of Student Life – digital photography, illustrations, clip art and scanned images.

Supervises professional staff.

Conducts annual performance evaluation in accordance with university policy.

Responsible for hiring, scheduling, training and supervising graphics student assistants.

Provides graphics support to student organizations.

Responsible for coordinating graphic production services contracted through outside vendors.

Responsible for upgrading and maintaining Student Handbook, International Handbook and Parent Handbook.

Responsible for maintaining fiscal records and billing invoices of productions.

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Responsible for graphics budget.
Maintains archive digital filing system of photograph and publications.
Oversees print production of publications, including preparing digital files and conducting press checks.
Confers with staff and students on publications.
Conceptualizes and designs publications.
Produces electronic camera-ready art for publications.
Maintains client contact throughout design, production, and printing.
Completes pre-press requirements for publications printed by external printers.
Serves on University committees as an adviser on publications and printing.
Responsible for establishing job standards for subordinate staff and effectively evaluating staff under charge. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ADDITIONAL DUTIES

Performs other duties as requested.

EDUCATION

Bachelor's degree in advertising art, graphic design, or a related field.

EXPERIENCE

Three years experience in a comparable position in an agency, university, or corporate setting. Proficiency in Adobe Pagemaker, Quark Xpress, Photoshop, Adobe Illustrator and Microsoft Word in a Macintosh environment.

KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:

Requires excellent design and production skills, as well as a thorough knowledge of current electronic pre-press and printing methods and technology.
Ability to effectively communicate with faculty, staff, free-lance photographers, writers, editors, printers, and the public in person, in writing and by telephone.
Ability to set and meet deadlines.
Ability to self-manage multiple projects.
Ability to operate an Apple Power Macintosh personal computer.
Ability to organize work effectively, conceptualize and prioritize objectives and exercise independent judgment based on an understanding of organizational policies and activities.
Ability to use a personal computer and other office equipment.

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 must be able to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; talk or hear. The employee must have the ability to occasionally lift and/or move up to 25 pounds. Specific vision abilities include ability to distinguish the nature of objects by using the eye. May be required to sit for long periods of time.

WORK ENVIRONMENT

Supervisors are responsible for maintaining an environment that is free from discrimination, intimidation, coercion or harassment, including sexual harassment. Work is performed indoors in an office setting. The noise level is usually low to moderate. While performing the duties of this position, the employee may be required to travel.

SAFETY

Supervisors are responsible for the safety of their employees by creating and maintaining a safe work environment. New employees should be provided with safety instruction during the first 30 days of employment and receive, as applicable, annual refresher safety training. Supervisors should operate equipment safely and report any unsafe work conditions or practices to Management or Safety Coordinator. Supervisors should insure that employees work in a safe manner and submit injury/accident reports to the Office of Human Resources within 24 hours of notification.

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

Employee Signature: _____ **Date:** _____

Texas Woman’s University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the

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differences among persons. Discrimination or harassment of any kind is considered inappropriate.

Texas Woman's University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, sex, sexual orientation, or ethnic origin, age, veteran's status, or against qualified disabled persons.

All positions at Texas Woman's University are deemed security sensitive requiring background checks.