

# SEMINOLE COUNTY PUBLIC SCHOOLS, FLORIDA

## Position/Job Description

### CREATIVE DESIGN SPECIALIST

#### QUALIFICATIONS

- Associate's Degree with emphasis in Graphic Design or related field, Bachelor's Degree preferred.
- Two (2) years of work experience in digital graphics and/or animated digital graphics.
- Experience in the operation of a variety of production equipment, including both PC and Mac computer systems and printers.
- Production proficiency supported by portfolio and project management experience required.

#### KNOWLEDGE, SKILLS, ABILITIES

- Knowledge of techniques for WEB, VIDEO, and PRINT based design.
- Proficiency in the use of Adobe Creative Cloud (PhotoShop, Illustrator, and InDesign) software for both Mac and PC platforms.
- Knowledge of current industry standards in graphic design software.
- Knowledge of internet creation and web design.
- Knowledge of graphic elements for video.
- Knowledge of print production and print shop services
- Skilled in use of drafting and commercial art tools and equipment such as laminator machines, printer plotters, paper and foam core cutting machines.
- Ability to work in a fast-paced environment, multi-task, and remain organized to complete time-sensitive jobs on or before deadline.
- Ability to maintain positive, effective working relationships with associates, SCPS employees, and all graphic clients both internal and external.
- Ability to regularly use independent judgement and discretion in matters related to business operations and management policies.
- Ability to express ideas clearly and concisely, both orally and in writing.

#### SUPERVISION

**REPORTS TO** Communications Officer  
**SUPERVISES** No supervisory duties

#### POSITION GOAL

*To design and produce a variety of graphic materials in support of instruction and public information.*

#### PERFORMANCE RESPONSIBILITIES

1. \*Prepare print ready layouts using computer generated graphics, photos, and type.
2. \*Design graphics for flyers, newsletters, posters, signage, logos and other collateral materials as needed for SCPS business.
3. \*Participate in the creative process for communication planning, branding, and marketing campaigns, including brainstorming.
4. \*Assist schools, departments, and district executive leaders with the design of digital graphic materials and collateral needs.
5. \*Respond to both internal and external customers in a timely, accurate, and courteous manner representing SCPS positively.
6. \*Operate and maintain proper accountability for all equipment in the graphics production area.
7. \*Manage multiple design projects simultaneously; ensure they are complete and delivered on time.
8. \*Manage production and cost bidding of all graphic projects produced by Communications Office or for other district departments.
9. \*Maintain adequate stock levels of all supplies used in graphics production.
10. \*Maintain records of job requests and an archived library of graphic content created.
11. \*Utilize and maintain a creative jobs tracking system for project prioritization, proofing, and release for print.
12. \*Preserve and protect the established brand image, graphic standards, and style guidelines for SCPS and further the brand through strategic design.
13. Perform other duties as assigned by the Communications Officer.

*\*Denotes essential job function/ADA*

# CREATIVE DESIGN SPECIALIST, Page 2

## EQUIPMENT / MATERIALS

Mac or PC Computer, Laminator, Copy Machine, Scanner, Printers, Plotters, Cutting Boards, Phone

## PHYSICAL REQUIREMENTS

**Sedentary Work** Exerting up to 10 pounds of force occasionally, and/or a negligible amount of force frequently to lift, carry, push, pull or move objects. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.

## PHYSICAL ACTIVITIES

<b>Sitting</b>	Resting with the body supported by the buttocks or thighs.
<b>Standing</b>	Assuming an upright position on the feet particularly for sustained periods of time.
<b>Walking</b>	Moving about on foot to accomplish tasks, particularly for long distances.
<b>Climbing</b>	Ascending or descending ladders, stairs, scaffolding, ramps, poles, etc. Using feet and legs and/or hands and arms.
<b>Balancing</b>	Maintaining body equilibrium to prevent falling when walking, standing, or crouching on narrow, slippery or moving surfaces.
<b>Bending</b>	Lowering the body forward from the waist.
<b>Reaching</b>	Extending hand(s) and arm(s) in any direction.
<b>Pushing</b>	Using upper extremities to press against something with steady force in order to thrust forward, downward, or outward exerting up to 50 pounds of force.
<b>Pulling</b>	Using upper extremities to drag, haul, or tug objects in a sustained motion exerting up to 50 pounds of force.
<b>Lifting</b>	Raising objects from a lower to a higher position or moving objects horizontally from position to position through the use of the upper extremities and back muscles exerting up to 50 pounds of force.
<b>Finger Dexterity</b>	Picking, pinching, typing or otherwise working primarily with fingers rather than with the whole hand or arm.
<b>Grasping</b>	Applying pressure to an object with the fingers and palm.
<b>Feeling</b>	Perceiving attributes of objects, such as size, shape, temperature or texture by touching with the skin, particularly that of fingertips.
<b>Repetitive Motions</b>	Substantial and continuous movements of the wrists, hands, and/or fingers.
<b>Talking</b>	Expressing or exchanging ideas by means of the spoken word. Those activities in which detailed or important spoken instructions must be conveyed accurately, loudly, or quickly.
<b>Hearing Acuity</b>	The ability to perceive speech and other environmental sounds at normal loudness levels.
<b>Visual Acuity</b>	The power to see at a level which allows reading of numbers and text, operation of equipment, inspection of machines, etc.

## WORKING CONDITIONS

**Indoors** The worker is subject to inside environmental conditions. There is protection from weather conditions but not necessarily from temperature changes.

## TERMS OF EMPLOYMENT

### PAY GRADE

**AO-15-I \$35,271 - \$56,543**

District Salary Schedule  
Months 12  
Annual Days 258  
Weekly Hours 37.5  
Annual Hours 1935

### POSITION CODES

PeopleSoft Position	TBD
Personnel Category	15
EEO-5 Line	50
Function	6200
Job Code	2110
Survey Code	77223

### FLSA

Applicable  
 Not applicable

Previous Board Approval

### BOARD APPROVED

**October 29, 2019**

ADA Information Provided by Michael Lawrence  
Position Description Prepared by Michael Lawrence

*The employee shall remain free of any alcohol or non-prescribed controlled substance in the workplace throughout his/her employment in the District.*