



**SAN MATEO COUNTY
COMMUNITY
COLLEGE DISTRICT**

Cañada College ♦ College of San Mateo ♦ Skyline College

GENERIC POSITION DESCRIPTION

VISUAL COMMUNICATIONS COORDINATOR

A Classified Position

[Grade 30 – Salary Schedule 60](#)

A. General Statement

The Visual Communications Coordinator performs technical and artistic work involved in the planning, development and/or production of publications, college website and publicity/marketing materials, to include the Schedule of Classes and the College catalog. Under general supervision the employee develops original and general ideas and utilizes computer software and various hardware (cameras, printers, folding equipment, laminators, etc.) to produce publications, announcements, brochures, posters, advertisements, displays and other marketing pieces to publicize College and District programs, courses and services. Public contact is extensive and primarily involves department and College managers, administrators, contractors and vendors for the purpose of exchanging creative input and procedural, timeline and cost information. A high degree of independent judgment and creativity is required to design original work and to provide artistic and coordinative input. Consequences of errors in judgment can be costly in supply and equipment costs, public relations and employee time. Supervisory controls limit the risk of serious consequences. The Visual Communications Coordinator can direct the work of student assistants and other staff as assigned.

B. Duties & Responsibilities

The duties below are representative of the duties of the classification and are not intended to cover all of the duties performed by the incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related, or a logical assignment to this classification.

1. Coordinates the development and publication of the Class Schedule and College catalog with the Office of Instruction and other offices across the college who contribute the content. Exchanges information with College/District staff, management and administration regarding the timeline for development and makes certain these publications are printed in a timely manner.
2. Works with all areas of the college campus to create publications and promotional materials which create a coordinated image for the college
3. Develops specifications and prepares requests for quotations; evaluates bids for design services
4. Coordinates and develops timelines and quality standards of work performed by printers, editors, artists, photographers and others in the production of publications and other materials
5. Recommends and drafts modifications to existing publication designs and lay-outs
6. Manages production process of college publications, including the design and updating of all inner pages
7. Researches and compiles historical photographs and information;
8. Sets up and maintains a library of graphics, art, photographs, disks and other information and samples
9. Composes and edits text

10. Employs a variety of camera equipment to take photographs; makes recommendations for the purchase of new equipment
11. Compiles budgetary, statistical inventory and other information for a variety of special and regular reports
12. Uses a variety of computer software, including Microsoft Office, InDesign, Photoshop, Illustrator, and Dreamweaver to prepare correspondence, memoranda, reports, images, web-based files and presentations
13. Strategizes, plans organizes and develops short- and long-term graphics goals
14. Manages the annual graphics budget
15. Acquires, maintains and utilizes graphic production and processing equipment (printers, laminators, mechanical folders, etc.) to provide high-quality "print shop" capabilities to campus staff, faculty and administration
16. Researches and catalogues current trends in designs for print, website, and other on-line publicity and other materials
17. Establishes and maintains a database and/or manual files of descriptive information, statistics, demographics, cost estimates, vendors and other data
18. Compiles a variety of data for special and regular reports as assigned
19. Performs other related duties as assigned

C. Requirements

1. Bachelor's degree in graphic arts or a closely related field
2. Successful work experience in visual communications design and production that has included demonstrated technical skills in lay-out, production, and quality control for publications, brochures, posters, advertising, and other material
3. Skill in the use of standard print production and design software
4. Demonstrated skills in oral and written communication, including original composition, entry, and editing of text
5. Skill in coordinating the work of others, including staff and contractors
6. Extensive public contact experience with people of diverse cultures, language groups and abilities
7. Demonstrated skill in multi-tasking, prioritizing workloads, and working independently

OR

An equivalent combination of education and experience

D. Physical/Other Requirements

This classification requires visual and data analysis and comparison; visual acuity; manual dexterity; artistic interpretation; flexibility and adaptability; attention to details; color, line and shape comparison and distinction; the ability to work under deadline and other pressures; sensitivity and tact; multi-tasking in order to perform the essential functions.

E. Knowledge, Skills & Abilities

1. Knowledge of graphic communication and marketing principles and techniques, strong conceptual drawing and technical skills; ability to design finished marketing and communication pieces
2. Knowledge of consistent product branding
3. Knowledge and skill in working with print production equipment
4. Knowledge of print procedures, process and terminology
5. Knowledge of the techniques of print production, including computer graphics and design/layout software, production and quality control
6. Knowledge and skills in organizational management of hard-copy and electronic data files with various computer software
7. Knowledge and skill in various 3 dimensional and large format signage print; ability to post, apply and/or affix various signage mediums to other mediums

8. Knowledge and skill in the use of photographic technique and equipment;
9. Knowledge of interior and exterior visual aesthetics
10. Skill in respectful and sensitive communication with people at all levels within an organization who are diverse in their cultures, language groups and abilities
11. Skill in written communication including original work and editing of a variety of text submissions
12. Skill in oral communication, including giving clear and concise instructions
13. Skill in directing and coordinating the work of others
14. Skill in strong conceptual drawing and technical skills for web production
15. Ability to work effectively as part of a customer service team
16. Ability to develop bid specifications, analyze costs and communicate with vendor

(3/2015)