

## SCHOOL DISTRICT OF SARASOTA COUNTY

### JOB DESCRIPTION

#### SENIOR GRAPHIC DESIGNER AND CONTENT CREATOR

**SALARY SCHEDULE: SSP- 14**

**COST CENTER: COMMUNICATIONS & GOVERNMENT AFFAIRS (9075)**

#### **QUALIFICATIONS:**

- Associate's degree in graphic design, visual arts, or equivalent.
- Bachelor of Art's Degree from an accredited educational institution preferred.
- A minimum of two (2) years working experience in graphic design or a related field.

#### **KNOWLEDGE, SKILLS AND ABILITIES:**

- Proficient in utilizing a comprehensive suite of industry-standard software encompassing Adobe InDesign, Photoshop, Lightroom, Illustrator, After Effects, as well as Microsoft Publisher, Word, OneNote, Teams, PowerPoint, and Canva, with a commitment to staying informed of updates and advancements.
- Familiarity with newer software iterations is prioritized.
- Additionally, possessing a working knowledge of Premier Pro and Powtoons or equivalent animation software is highly advantageous.
- Adept in leveraging artistic flair to conceive and execute design layouts across various projects, employing traditional manual techniques and cutting-edge electronic and photographic methods.
- Proficiency in web design principles is demonstrated.
- Proven track record of success in fostering positive customer relations and executing office procedures efficiently.
- Extensive experience and skill in overseeing all aspects of project coordination, production, and archival processes.
- Thorough understanding of printing techniques, machinery, prepress procedures, and typographical conventions. Demonstrated ability to collaborate effectively with diverse teams and communicate articulately both orally and in writing.
- Capable of producing professional-grade materials for print and digital distribution.
- Skilled in establishing and nurturing constructive working relationships with colleagues, supervisors, contractors, vendors, and school personnel.

#### **REPORTS TO:**

Director or designee

#### **JOB OBJECTIVE:**

To leverage strategic design expertise in creating visually impactful solutions that align with Sarasota County Schools' branding and marketing objectives, effectively engaging stakeholders and advancing the district's mission of educational excellence.

#### **SUPERVISES:**

N/A

#### **PERFORMANCE RESPONSIBILITIES:**

- Create and maintain a cohesive visual identity for the school district, including logos, color schemes, and typography, ensuring consistency across all materials.
- Conceptualize and design a wide range of marketing materials, including brochures, flyers, posters, banners, social media graphics, video graphics, and advertisements to promote various programs, events, and initiatives within the school district.

**School Board Approved**

## **SENIOR GRAPHIC DESIGNER AND CONTENT PRODUCER(Continued)**

- Design and layout newsletters, annual reports, and other publications to communicate important information and achievements to stakeholders, such as parents, students, staff, and community members.
- Design engaging digital content for the school district's website, social media channels, and email newsletters, including graphics, infographics, and multimedia elements to enhance communication and engagement with the community.
- Work closely with stakeholders, including superintendent, district and school administrators to understand their marketing needs and objectives, and develop creative solutions that align with the district's branding and messaging.
- Lead design projects from concept to completion, including planning, scheduling, and coordinating with internal and external stakeholders, and managing budgets and resources effectively.
- Keep up to date with industry trends, best practices, and emerging technologies in graphic design and marketing, and incorporate innovative ideas and techniques into design projects to maintain the school district's competitive edge.
- Conducts periodic on-site photography of students and school related images.
- Coordinates and maintains the continuity of the workflow through the prepress area to ensure timely and quality response to all user needs; sets priorities; coordinates prepress production; verifies quality of work and evaluates performance.
- Maintain a courteous and professional manner.
- Maintain work area in a safe and secure manner.
- Use positive, effective interpersonal communication skills.
- Adhere to high standards of punctuality, regular attendance and appropriate dress.
- Follow department policies and procedures.
- Keep supervisor informed of potential problems or unusual events.
- Respond to inquiries and concerns in a timely manner.
- Prepare all required reports and maintain all appropriate records.
- Follow all School Board policies and department policies and procedures.
- Exhibit interpersonal skills to work as an effective team member.
- Demonstrate support for the School District and its goals and priorities.
- Sustained focus and attention to detail for extended periods of time.
- Perform other incidental tasks consistent with the goals and objectives of this position.

### **PHYSICAL REQUIREMENTS:**

Medium Work: Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently and/or up to 10 pounds of force as needed to move objects.

### **TERMS OF EMPLOYMENT:**

Salary and benefits shall be paid consistent with the District's approved compensation plan.  
Length of the work year and hours of employment shall be those established by the District.

### **EVALUATION:**

Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.

### **Job Description Supplement No. 12**

\*Essential Performance Responsibilities

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