



**POSITION DESCRIPTION**

<b>JOB TITLE:</b> Graphic Designer <b>Job Class:</b> 0840		
<b>DATE</b>	<b>DEPARTMENT OR SCHOOL</b> Office of Communications and Public Affairs	<b>DIVISION</b> Office of the Superintendent
<b>BARGAINING UNIT:</b>		<b>FLSA STATUS:</b> <input type="checkbox"/> Exempt <input type="checkbox"/> Non exempt
<b>Pay Schedule:</b>	<b>Pay Range:</b> \$	<b>Management Approval:</b>
<p><b>POSITION SUMMARY and PURPOSE:</b> (Describe the general nature and level of work performed by this position.) Responsible for creating, designing and producing materials for the district to provide attractive, informative and effective marketing pieces and communications vehicles for Milwaukee Public Schools students, parents, employees and the community.</p>		

**Major Duties & Responsibilities:** Indicate the approximate percentage of time devoted to each major task or group of related tasks. Summarize position in no more than 15 tasks, each of which requires at least 5% of incumbent's time.

**NOTE:** An essential function must meet the following criteria:

- 1) The reason the position exists is to perform that function,
- 2) No other employee is available to perform that function,
- 3) The function is highly specialized, and
- 4) Removing the function would fundamentally alter the job.

1. Creates and designs projects such as logo/identity work, postcards, brochures, booklet and guide layouts, ads, calendars, outdoor billboards, transit, tray liners, banners and other signage and media materials. Manages projects, workflow, scheduling and quality control.
2. Produces and manages various print and marketing campaigns from inception to distribution; design and layout of business cards, notepads and letterhead. Creates and coordinates outdoor and transit campaigns and tray liners in partnership with McDonald's for distribution throughout the greater Milwaukee area.
3. Provides innovative campaign concepts, development, implementation and execution for projects, such as the teacher recruitment to be launched in the spring/summer.
4. Coordinates marketing campaigns and materials for projects such as School Selection, the Neighborhood Schools initiative and Recreation and Extra-curricular campaigns. This includes all aspects of the project, mailing, delivery, posting deadlines and timeframes and general dissemination of information.
5. Designs and lay out the Parent-Teacher-Staff and MPS Board newsletters.
6. Serves as a liaison between project coordinators, department directors and staff and vendors.
7. Leads marketing efforts for the Office of Communications and Public Affairs, develops advertising materials needed by the Office of Business Development and responsible for quarterly production of the Milwaukee Recreation Guide. Assists other departments,

including the Milwaukee Partnership Academy's Balanced Literacy Framework and Gear-Up brochures.

8. Works with local and national advertisers to design, submit and publish ads and other advertising as necessary.
9. Assists with budgetary and financial decisions involving graphic projects. Oversees estimates and recommends cost-effective solutions to graphic and marketing needs under the supervision of the office director.
10. Represents MPS in networking, outreach and marketing efforts with outside entities; MMAC, American Marketing Association, professional Dimensions and Business Networking International.
11. Maintains and troubleshoots problems with the graphic equipment. Performs necessary upgrades and calibrations. Builds and maintains a graphic pre-press service center.
12. Actively supports the MPS Strategic Plan.
13. Performs other duties as assigned.

**SUPERVISION RECEIVED:** (Indicate the extent to which work assignments and methods are outlined, reviewed, and approved by others.)

General Supervision

**SUPERVISION EXERCISED:** (List the number and titles of personnel directly supervised. Specify the kind and extent of supervision exercised by indicating one or more of the following: (a) assign duties; (b) outline methods; (c) direct work in process; (d) review completed work; (e) sign or approve work; (f) make hiring recommendations; (g) prepare performance appraisal; (h) take or recommend disciplinary action.

May manage people on a project basis, no direct reports.

**JOB REQUIREMENTS:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and ability required. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

**Education Requirements** (Include certificates, licenses, and/or registrations required.)

A Bachelor's degree in Graphic Design, Commercial Art or a related field; the equivalent of education **and** experience may be considered.

**Experience Requirements**

At least two years of hands-on experience in graphic design, including developing and implementing media campaign themes, campaign strategies, logos and outdoor placements. Experience in graphic design production and graphic design experience in a school environment is desired.

**Knowledge, Skills, and Abilities**

The position requires skill in graphic design and computer design/layout and an understanding of computer design programs. The ability to develop and implement media campaign themes and strategies is required. Incumbent must have the ability to design materials to appeal to a wide variety of audiences of diverse backgrounds. Project management skills and the ability to prioritize tasks is required. Must have the ability to manage many projects with differing deadlines. Effective oral and written communication and presentation skills are required.

**WORKING ENVIRONMENT:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

Typical office environment, occasional travel to locations other than Central services.

**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 with or without reasonable accommodation.

Those of a typical office environment with light lifting, bending and standing.

**THIS DESCRIPTION DOCUMENTS THE GENERAL NATURE AND LEVEL OF RESPONSIBILITY ASSOCIATED WITH THIS POSITION. IT IS NOT INTENDED TO BE A COMPREHENSIVE LIST OF ALL ACTIVITIES, DUTIES AND RESPONSIBILITIES REQUIRED OF INCUMBENTS. IT IS NOT INTENDED TO LIMIT OR MODIFY THE RIGHT OF ANY SUPERVISOR TO ASSIGN, DIRECT, AND MONITOR THE WORK OF EMPLOYEES UNDER SUPERVISION.**