

Job Description/Specification

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| Identification | J0270 | TFEU/BCTF Joint Salary Committee Decisions |
| JOB/POSITION TITLE: | Graphic Designer | FORMER TITLE/DEPARTMENT: Graphic Layout Designer/ Illustrator/Typesetter |
| DIVISION/DEPARTMENT: | CCD/Graphics | PAY GRADE: 4 |
| SUPERVISOR'S TITLE: | Graphics Supervisor | DATE APPROVED: July 28, 2016 |

Function and purpose (a)

To create and manage the production of a wide variety of graphic designs for all types of Federation and outside client projects from concept to completion. To develop corporate identities and logos for all manner and sizes of publications, including the creation of original artwork such as illustrations, cartoons and digital renditions. To produce 2 and 3 dimensional displays and signage for conferences and media events including assisting and managing their installation. To develop high-end presentation aids using traditional and digital media. To create high-end, graphic intensive, and interactive web page designs. To provide artistic and technical advice on all graphic designs and web page designs.

Principal duties and responsibilities (a)

1. Creates and manages the design and production process of a wide variety of graphic designs for print and digital media from original concept to final printed or electronic versions. Liaises with outside and internal services such as PSA editors, local presidents, writers, translators, illustrators, photographers, researchers, service bureaus, and printers. Confers with a wide and complex range of clients to clarify their needs, expectations, and goals. Offers advice and solutions in order to complete projects on time and in a cost-effective manner. Ensures BCTF standards are met.
2. Designs the visual identity and creates spot, process, monochrome or greyscale layouts for in-house publications, member publications, and outside groups.
3. Creates and develops original illustrations, logos, letterheads, certificates, and cartoons using traditional mediums and a range of digital tools for reproduction in Federation or outside client material. Confers with a wide range of clients to determine style of artwork, space limitations, colour restrictions, budget and time constraints, BCTF standards and similar considerations. Brainstorms and researches material for ideas. Sketches, renders, and presents samples to originator for approval. Executes approved work in appropriate medium for reproduction.

4. Collaborates with program directors or administrators on assigned projects. Discusses program objectives and goals with the director or administrator to define ideas. Finalizes concept and implements design.
5. Researches, advises on, and selects appropriate stock photos or illustrations for use in publications. Manipulates photos or illustrations to suit design. Specifies new photos when needed.
6. Advises a range of commercial printers and outside providers on job specifications and provides digital versions of jobs, composites and separation proofs to produce the final print jobs-
7. Responsible for ensuring jobs are completed to correct specifications and must give final written approval by signing off composite proofs. When possible, the designer will go on location to the printing facilities to do a press check to direct the press operators regarding necessary adjustments to the final jobs.
8. Designs, co-ordinates, and offers artistic and technical advice in the production of large format banners, media backdrops, posters, signage, displays and publicity material for conferences, campaigns, rallies, media events, or workshop use by directors, administrators, local presidents and members. Prints large formats, sets up, and removes displays in boardrooms to best effect.
9. Designs and produces high-end, graphics- intensive multi-media presentations for conferences, campaigns, workshops, or meetings. Troubleshoots and demonstrates presentations with a range of clients.
- ~~10.~~ Collaborates with the Media Relations Officer to produce newspaper advertisements for media campaigns or special events. Designs the advertisement. Co-ordinates and liaises with local presidents to edit and finalize the ads. Contacts appropriate newspapers. Produces and transmits an appropriate electronic format for publication in each newspaper. Manages and co-ordinates the filling of numerous orders and ensures deadlines are met.
11. Advises on the best and most cost-effective use of the large format colour plotter. Responsible for the care and maintenance of the plotter. Troubleshoots, updates software, and calls for service when necessary. Must be completely familiar with the printer's operation from loading rolls and sheets of paper to changing inks.
12. Responsible for preparing and printing newsletters created in the Graphics department for digital output to the high-volume Canon copier/laser printer in the Production department. Must run a range of printer proofs to make sure that the ink coverage and binding is correct and make adjustments as necessary before printing entire job to the mailing stage.
13. Designs high-end, graphic intensive, interactive web pages for the Federation's web site and outside client jobs. Meets with clients to assess their needs and goals for a new web page design.
14. Creates interactive PDF versions of Federation publications for inclusion in the Federation's web site.

15. Designs and creates buttons, logos, and mastheads specifically for web use.
16. Attends meetings with the Information Services co-ordinator, the BCTF Online Systems co-ordinator and the Web Developer to discuss the current and future needs of the BCTF's web site and to offer advice from a graphic design perspective.
17. Maintains a high level of self-proficiency on the Macintosh platform. Installs and/or upgrades software. Tests files for viruses or technical problems, troubleshoots and repairs, where possible, a variety of computer problems with the appropriate software.
18. Maintains familiarity and current level of knowledge of a wide variety of technologies, graphic design tools, printing technology, web authoring tools, and trends in hardware. Reads trade literature, takes courses and goes to seminars to stay current.
19. Makes recommendations on process and equipment upgrades to utilize advances in technology.
20. Participates in a team environment and collaborates (exchanges ideas and gives feedback) with colleagues in the Graphics department.
21. Answers a wide range of in-person, telephone, or e-mail inquiries regarding graphics work in progress, department procedures, requirements for new work, and technical matters related to material preparation.
22. Develops and manages photographic, electronic and printed file backups for graphics applications and print material.

JOB REQUIREMENTS

This section sets out the minimum requirements in the areas of EXPERIENCE, EDUCATION, TRAINING, CERTIFICATES AND PHYSICAL DEMANDS necessary to perform the job.

Experience (b)

Five years accumulated current work experience in graphic design and web page design which includes graphic design, layout, and illustration in the production and management of a wide range of in-house or commercial publications, familiarity with all aspects of the graphics/printing/pre-press production process and experience in web page design and creation using web authoring software.

Must provide a portfolio of work samples to demonstrate proficiency in this field.

Must possess excellent computer skills and the ability to perform to a high level of skill under tight deadlines with a minimum of supervision. Macintosh experience essential. Cross-platform ability an asset.

Must have a comprehensive knowledge of and be proficient in, InDesign, Illustrator, Photoshop, presentation software (PowerPoint) and PDF technology. Must have a working knowledge of Microsoft Office, current internet browsers and e-mail programs.

Proven ability to interact and problem-solve with senior levels of management, directors, department supervisors, members, media, editors, printers, associated outside groups, and staff.

Strong organizational, planning, and multi-tasking capabilities are required. An ability to work both independently and as a team player to manage a large set of responsibilities, set priorities, and meet deadlines is essential. Must possess excellent written and oral communication skills.

Knowledge of photography and the operation of an SLR camera.

Education and training (c)

Completion of secondary school (Grade 12) plus two years' post-secondary training in graphics or commercial arts or related fields.

Licenses and certificates (c)

Graphic Design diploma, or certificate from a recognized college, or institute of technology.

Environment (g)

Physical/emotional environment normally associated with design and production work such as excellent communication skills, equipment operating dexterity, and high computer use.

JOB CHARACTERISTICS

This section is a key component of the Salary Determination process. This section also forms part of the job description and describes some of the conditions under which the work is performed.

Contacts and relationships (d)

Contacts and relationships with all levels of Federation staff are required to interpret the client's message and establish a target audience, to advise, discuss, and clarify instructions on job requirements and procedures, to transmit or receive graphics files or information, to advise on graphics work in progress, to answer design and technical questions, and to train Federation staff on the use of graphics related files.

Contacts and relationships with persons outside the Federation building include local branch presidents, PSAs, associated education groups, teachers, editors, writers, researchers, art directors, the media (TV, newspaper, magazine, video), commercial printers, and service bureaus to interpret the client's message and establish a target audience, to advise, discuss, and clarify instructions on job requirements and procedures, to transmit or receive graphics files and information, to answer design and technical questions, to advise on graphics work in progress, to order specialty services, or to call for equipment service and repair representatives.

Assertiveness, tact, and sensitivity and a high degree of communications skills are required when dealing with local presidents and outside groups.

Machines, equipment and work aids used:

Hardware: Macintosh platforms, tabloid postscript laser printers, colour postscript laser printer, large-format (42" wide) postscript colour inkjet plotter, assorted scanners, faxes, telephone, and photocopiers.

Software: Current Macintosh versions of Adobe InDesign, Illustrator, Photoshop, Acrobat Professional, ~~Dreamweaver~~, Microsoft Word, PowerPoint..

Work aids: Reference manuals and program user guides, Pantone colour guides, pica rulers, proportional scales, traditional drawing media, fixative, solvents, X-acto knives, box cutters, scissors, calculators, light table, T-squares, and adhesives.

Requires a high degree of graphics, print, and computer expertise in order to meet the needs of a wide and complex range of users and these are a major consideration of the job.

Positions supervised (e)

None.

Physical and/or mental effort (f)

The work often involves some mental and/or physical fatigue due to pressures from critical deadlines.

Working conditions (g)

No excessively disagreeable or undesirable elements are present with the work.

July 28, 2016