

ALAMEDA COUNTY OFFICE OF EDUCATION
Job Description

Disclaimer – Job descriptions are written as a representative list of the ADA essential duties performed by the entire job classification. They are not intended to include every possible activity and task performed in every position.

JOB TITLE: Graphics Manager

Range 15

FLSA:

SUMMARY

Manages the operations and staff of the Graphic Communications Unit; sets the standards and manages the production of high quality written, designed, and printed materials for ACOE departments, school districts, and various nonprofit organizations; maintains a professional image of ACOE in all written and printed communications.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Disclaimer – This list is meant to be representative, not exhaustive. Some incumbents may not perform all the duties listed or may perform related duties as assigned. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Plans, organizes, schedules and manages the preparation, reproduction and assembly of printed materials; manages publication projects from conceptualization through all processes to bound publication. (E)
- Designs, typesets, edits, and proofreads professional publications such as manuals, reports, brochures, directories, forms, letterheads, etc. (E)
- Develops, writes, and updates the organization’s guidelines and standards for all written and printed communications and publications. (E)
- Instructs the organization’s managers and support staff in the development of effective marketing materials. (E)
- Provides technical advice to clients regarding printing and graphics projects. (E)
- Sets quality standards for publications and monitors production to assure compliance with those standards. (E)
- Prepares cost estimates, calculates charges, and invoices clients. (E)
- Selects, manages, and supervises assigned staff; meets with and evaluates staff. (E)
- Prepares and maintains the budget.
- Establishes cost, quality, job processing and inventory controls.
- Develops and implements operations policies and procedures.

- Administers outsourcing of printing projects.
- Determines bid specifications for commercially printed publications and the purchase of equipment.
- Markets department services available to school districts and nonprofit organizations.
- Requisitions materials, supplies and equipment.
- Negotiates and monitors service contracts on equipment.
- Performs a variety of other duties as assigned.

MINIMUM QUALIFICATIONS:

The requirements listed below are representative of the knowledge, skills and abilities required to satisfactorily perform the essential duties and responsibilities.

Knowledge of:

Alameda County Office of Education policies and procedures.
 Technical aspects of graphic design, offset, and digital printing; bindery production.
 Professional written communication standards including the treatment of style, grammar, usage, formatting, editing, and proofreading.
 Cost estimation for graphic design and printing quotations.
 Computer graphics and typesetting design.
 Graphics and printing software programs.
 OSHA regulations and printing safety practices and procedures.
 Offset and digital printing and bindery equipment.
 Papers and inks.
 Copyright laws.
 Budget preparation and control.
 Goals, polices and objectives of graphics and printing operations.
 Interpersonal skills.
 Oral and written communication.
 Office equipment such as computer, printer, fax machine, photocopier.
 Word processing, database and other related software applications.

Ability to:

Manage graphic design, printing, and bindery operations.
 Develop and write guidelines and standards for ACOE’s written communications and publications.
 Develop an accurate and reasonable charge-back system.
 Accurately compute job estimates.
 Effectively communicate graphic design and printing concepts and procedures to individuals and groups.
 Instruct organization’s managers and support staff in the development of effective marketing materials.
 Design, typeset, edit, and proofread professional publications.
 Market the department’s graphic design and printing services.
 Train, supervise, and evaluate staff performance.
 Prepare and monitor a budget.

Meet schedules and timelines.
Operate a Macintosh computer.
Plan, coordinate and document projects.
Prepare reports; maintain records.
Communicate effectively verbally and in writing.
Work with accuracy and attention to detail.
Operate PC and related software applications.
Effectively organize and prioritize assigned work.
Establish and maintain effective working relationships with other people.

EDUCATION and/or EXPERIENCE:

The following requirements demonstrate possession of the minimum knowledge, skills, and abilities necessary to perform the duties of the position.

Associate's degree (A. A.) or equivalent from two-year college or technical school.
Five (5) years related experience and/or training.
Maintain a valid State of California driver's license and an acceptable driving record.

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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, use hands to finger, handle, or feel, and reach with hands and arms. The employee frequently is required to stand, walk, and talk or hear. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, color vision, and ability to adjust focus.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee regularly works in indoor conditions and regularly works near video display. The employee is occasionally exposed to moving mechanical parts, fumes or airborne particles, and toxic or caustic chemicals. The employee is occasionally exposed to outside weather conditions and uses a vehicle, and occasionally works in evenings or on weekends. The noise level in the work environment is usually moderate.

Approved By: Personnel Commission
Approved Date: December 21, 2007