

JOB TITLE:	ART SUPERVISOR	DIVISION:	DISTRICT – MARKETING & COMMUNICATIONS
REPORTS TO:	DIRECTOR OF MARKETING AND COMMUNICATIONS	EEO CATEGORY:	03 - TECHNICIAN
FLSA:	NON-EXEMPT	SAFETY-SENSITIVE:	NO
CLASSIFICATION:	REPRESENTED	LOCATION:	SAN RAFAEL

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

Position Summary

Under general supervision of the Director of Marketing and Communications, responsible for art direction, graphic design and production of advertising and promotional pieces as well as the continuous updating of transit user information materials. Designs and produces concepts and graphic work for Marketing and Communications purposes. Responsibilities include meeting strict deadlines, ability to execute emergency projects, providing creative assistance as needed throughout the District and preparing technical instructions for printers and publishers. This position supervises one Art Designer position and contractors.

Essential Responsibilities

- Designs and produces print advertising for marketing campaigns, including newspaper and magazine, and public information materials
- Writes copy for advertising campaigns and promotional pieces
- Assists in creating concepts for advertising campaigns as well as developing comparable materials during campaign development
- Organize and layout content of publications and make editorial suggestions to improve and clarify headline/body copy. Recommends methods of visual presentation including theme, style and format
- Designs, reviews and updates information materials such as transit timetables, schedule pamphlets and maps, annual reports, newsletters, passenger notices and flyers, guides/brochures, point-of-travel information, signage, announcements, invitations, advertisements, posters, collateral, exhibits, banners, logos and multimedia programs
- Prepares specifications and solicits quotations from printers and vendors for services and materials needed to produce graphic work. Also oversees jobs at printers to ensure correct results on a deadline basis
- Establishes, coordinates and maintains production schedule and solves production problems
- Organizes and prioritizes work to meet all deadlines
- Assigns new projects to freelance personnel to assist with workflow
- Performs other duties as assigned
- Know and follows the safety and health rules and safe working practices applicable to the job
- Regular and reliable attendance and performance are required

Required Knowledge, Skills and Abilities

Working knowledge of:

- Graphic design, illustration, and production methods and materials and their application to various mediums of publication. Background in typography as a design element helpful
- The latest versions of Quark, Illustrator and Photo Shop via Macintosh environment. Other software programs a plus
- Principles and practices of graphic art design and reproduction processes
- Marketing techniques and advertising strategies as applied to graphic work
- Public transportation systems is desirable

Ability to:

- Work independently using creativity and imagination in projects assigned
- Meet deadlines efficiently and consistently
- Work effectively with others
- Communicate well with others
- Follow the safety and health rules and safe working practices applicable to the job

Minimum Qualifications

Education and/or Experience:

A combination of college level training and position related experience equivalent to:

- Bachelor of Arts degree/Associate degree in Art Direction or Graphic Design. Additional position related experience may be considered in lieu of education on a year for year basis
- Three years' recent full time position related experience in deadline-oriented production, graphics design and advertising
- A minimum of three years professional level experience using Macintosh computers and graphics/publication software programs with advanced skills in Quark, Illustrator and Photoshop. Experience with web design software desirable
- A minimum of two years' experience supervising the work of others

Physical Requirement:

Mobility to work in a typical office setting. Ability to communicate in person and over the telephone. Ability to read printed materials and a computer screen. Routine use of computer, telephone and other office equipment. Ability to travel to District facilities.