

**Job Title:** Computer Graphic Artist

**Wage/Hour Status:** Hourly

**Reports to:** Chief Communications Officer

**Pay Grade:** 501

**Dept./School:** Communications

**Date Revised:** September 7, 2023

**Primary Purpose**

Assist the lead designer in development of concepts and design brochures, flyers, promotional items, etc., that comply with organizational style guidelines and brand policies to support the mission and reflect the policies of the district.

**Qualifications**

**Education/Certification**

High School Diploma/GED or higher education from an accredited institution of higher education

**Special Knowledge/Skills**

- Advanced skill in the use of the latest versions of Adobe Creative Suite - especially Photoshop, Illustrator, and InDesign
- Ability to use tools of the trade, personal computer, and other standard office equipment.
- Good verbal and written communication skills
- Knowledge working with Adobe Photoshop, Illustrator, InDesign and Acrobat, Microsoft Expression and Word
- Some photographic knowledge

**Experience**

Five (5) years computer graphic design experience

**Major Responsibilities and Duties**

**Communication and Community Relations**

1. Use design software to create and modify layouts, design elements and photography. Prepare designs and files for both print and digital delivery.
2. Plan and manage project production to keep within time limitations and budgetary guidelines
3. Work closely with printers, photographers and other vendors or service providers to assure quality and timeliness of delivery.
4. Communicate effectively, and consult with immediate supervisor and others, including senior staff, throughout the design process.
5. Monitor and assist in prioritizing multiple projects.
6. Produce layouts, create designs, and design elements, and to manipulate and incorporate photography into designs
7. Create design solutions, layouts, and artwork pages for print and digital distribution based on the established style guidelines.
8. Meet with District staff to create visual themes for initiatives and events under the supervision of the lead designer.
9. Design promotional materials, including posters, flyers, brochures, and banners based on the established style guidelines.
10. Provide assistance at EPISD special events, as needed.
11. Videotape Board meetings and archive copies.
12. Prioritize tasks and meet all deadlines for preparation and submission of artwork.
13. Coordinate special projects as assigned by the lead designer.
14. Maintain a professional level of confidentiality in the office regarding sensitive staff, parent, and student matters.
15. Work with outside agencies, campuses, and departments on a variety of projects under the supervision of the lead designer.

- 16. Provide excellent customer service while developing and maintaining professional relationships with the press, business representatives, community members, and District staff.
- 17. Respond to phone calls, e-mails, letters, and other communications.
- 18. Responsible for following established branding guidelines in creation of materials for internal and external communications, including social media, website and media relations.
- 19. Determine appropriate size and arrangement of illustrative materials.
- 20. Mark-up, paste and assemble final layouts for printer and production processing
- 21. Assist in the promotion of District goals through various means of communication.
- 22. Serve as support to lead designer for District-wide promotional materials, working in conjunction with supervisors and staff to produce creative marketing and branding media.
- 23. Assist in support of content and updating of campus websites.

**Supervisory Responsibilities**

None

**Equipment Used**

Personal computers and software to develop computer graphics, flatbed scanner, multi-camera video recording system, digital video mixer, duplicating systems

**Physical and Mental Job Requirements**

**Mental Demands/Physical Demands/Environmental Factors**

Maintain emotional control under stress; occasional prolonged and irregular hours; occasional District-wide travel.

**Terms of Employment**

226 days; salary to be established by the Board of Trustees

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The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Approved: \_\_\_\_\_

Job Title: \_\_\_\_\_

Date: \_\_\_\_\_

Approved: \_\_\_\_\_

Job Title: \_\_\_\_\_

Date: \_\_\_\_\_

My supervisor has reviewed this job description with me and has provided me a copy

Employee: \_\_\_\_\_

Date: \_\_\_\_\_

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El Distrito Escolar Independiente de El Paso no discrimina en los programas de educación o en prácticas de empleo usando el criterio de raza, color, edad, sexo, religión, origen nacional, estado civil, ciudadanía, estado militar, discapacidad, información genética, estereotipo sexual o sexualidad percibida, u otra práctica prohibida por la ley. Preguntas acerca de la aplicación del título VI, VII o IX, y la Sección 504 pueden ser referidas al oficial del distrito, Rosa Ramos at 230-2031; preguntas sobre 504 tocante a estudiantes pueden ser referidas a Kelly Ball al 230-2856.