



METROPOLITAN LIBRARY SYSTEM

Job Description

Job Title:	Visual Communications Manager	Position Code.:	1103-116
Reports To:	Director of Communications	Classification:	Exempt
Division:	Strategic Planning and Services	Date:	03/2024

JOB SUMMARY:

Under general direction, assists with overseeing and developing creative and artistic strategies for the Metropolitan Library System; oversees the production or management of production of all advertisements, graphics, brochures, magazines, and library-related promotional materials that are consistent with the library's creative standards and guidelines.

ESSENTIAL JOB FUNCTIONS:

- Provides excellent guest service.
- Collaborates with location and department managers and staff project requestors, to develop creative strategies and print/digital promotions designed to enhance the library's image within the community and increase public awareness of library programs and services.
- Manages the production of and/or designs and creates graphics for all printed and digital advertising materials and promotional materials; determines specifications of material and compiles cost estimates, while effectively controlling cost of projects.
- Provides excellent internal guest service with the timely, accurate, and efficient delivery of all graphic and creative needs.
- Fields all project requests from staff, imports information into project management software, and oversees the deadlines and timelines for each project.
- Involves all stakeholders by communicating the vision of the design before implementation and providing updates on project progress and requested edits.
- Creates the library's Annual Report.
- Oversees production of signage needs for all departments and locations, ensuring quality and uniformity throughout the library system.
- Works closely with departments and locations to fulfill their promotional needs, including window or library displays when appropriate.
- Manages time and resources to accomplish projects on time and within budgetary goals.
- Develops web graphics as needed for the Internet/Intranet.
- Manages still photography as needed for graphic design work.
- Responsible for video creation and production for library projects.
- Oversees the production of commercials by freelance videographers or graphic designers.
- Coordinates, directs, and negotiates competitive pricing with key creative vendors including photographers and printers.
- Assist in the development and design of logos, ad campaigns, concepts, copy, and other marketing materials.
- Proofs internal and external work products for grammatical errors, omissions, and graphic errors prior to submitting for approval.
- Completes all required and assigned training on time.
- Champions the library's strategic goals and initiatives with the system's mission and core values in mind.
- Works in a manner safe to the individual and other people; follows safety rules and safe working practices; uses safety equipment as required.
- Defends the principles of the Citizen's Bill of Library Rights, the Freedom to Read Statement, the privacy of library guest records and the code of professional ethics.
- Performs other related duties as assigned.

FREQUENCY OF TRAVEL REQUIREMENTS:

- Occasional travel within the state or nationally for appropriate professional development and networking.

INTERACTION:

- Interaction with all levels of staff, vendors, and contractors.

MATERIAL AND EQUIPMENT USED:

- Art Supplies
- Computer(s)/Printers(s)
- Computer Scanner
- General Office Equipment
- Paper Cutter

MINIMUM QUALIFICATIONS REQUIRED:**Education and Experience:**

- Bachelor's degree from an accredited college or university in marketing, communications, journalism, visual design, illustration, information design or a related field; and
- Five or more years of graphic design experience.

HIGHLY PREFERRED QUALIFICATIONS AND COMPETENCIES:

- Advanced knowledge and experience using Adobe® Creative Suite, especially InDesign, Photoshop, and Illustrator.

KNOWLEDGE, SKILLS, AND ABILITIES:**Knowledge of:**

- Layout and graphic design principles.
- Record keeping, report preparation, filing methods, and records management techniques.
- Correct English usage, including spelling, grammar, punctuation, and vocabulary.
- Standard business arithmetic, including percentages and decimals.
- All computer applications and hardware related to performance of the essential functions of the job.

Skill in:

- Using artistic ability to create new and original ideas.
- Communicating clearly and effectively, both orally and in writing.
- Using Adobe® InDesign, Photoshop, Illustrator, and Microsoft Office.
- Using artistic ability and creative thinking to design eye-catching and effective graphics.
- Applying production design techniques.
- Conceptualizing and designing printed materials within an allocated budget and timeframe.
- Producing comprehensive roughs and presentation art.
- Organizing work, setting priorities, meeting critical deadlines, and following up assignments with a minimum of direction.
- Demonstrating a flexible and collaborative work style.
- Using exceptional interpersonal skills that build and maintain strategic relationships with internal and external guests.

Mental and Physical Abilities:

- Ability to work independently and in a team environment.
- Ability to change direction and adjust to shifting priorities.
- Ability to pay close attention to detail.
- Ability to coordinate and oversee production of art projects from start to finish with a minimum of direction.
- Ability to demonstrate productive interaction with co-workers and outside vendors.
- While performing the essential functions of this job the employee is frequently required to move from place to place and lift and/or move up to 10 pounds.
- While performing the essential functions of this job the employee is occasionally required to lift and/or move up to 25 pounds.

SUPERVISORY RESPONSIBILITY:

- This position has no supervisory responsibilities.

WORK ENVIRONMENT:

- Works in a normal office environment where there are little or no physical discomforts associated with changes in weather or discomforts associated with noise, dust, dirt and the like.
- While performing the essential functions of this position the employee is occasionally exposed to fumes or airborne particles, and toxic or caustic chemicals.
- This position is eligible for Core and Emergency telework.

SUMMARY STATEMENT:

This job description should not be interpreted as all inclusive. It is intended to identify the essential functions and requirements of this job. Incumbents may be requested to perform job-related responsibilities and tasks other than those stated in this description. Any essential function or requirement of this job will be evaluated as an interactive process, as necessary, should an incumbent or applicant be unable to perform the function or meet the requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodations for the specific disability will be made for the incumbent or applicant so long as accommodation does not create an undue hardship to the System or if doing so causes a direct threat to the individual or others in the workplace and the threat cannot be eliminated by reasonable accommodation.

NOTE: The System reserves the right to amend or change this job description from time to time and/or assign other tasks for the Employee to perform as the System may deem appropriate.