

POSITION STATEMENT

(For completion instructions refer to the Personnel Management Handbook Sections 3-1180 – 3-1181)

1. BRANCH Public Affairs Branch		2. DIVISION Strategic Communications	
3. OFFICE OR GROUP Digital Marketing Office		4. POSITION TITLE Digital Marketing Visual Designer	
5. NAME OF INCUMBENT		6. CIVIL SERVICE CLASS Graphic Designer III	
7. POSITION NUMBER 280-314-2886-001	8. DATE PREPARED 10/5/2017	9. SUPERVISED BY (Civil Service Class) Staff Services Manager I	
10. SUPERVISES (Number by Civil Service Class) Not applicable			
<p>11. SUMMARY STATEMENT</p> <p>The rapid influx of electronic commerce and the increasing preference for conducting business online means the Employment Development Department (EDD) must find viable ways to reach targeted audiences through a myriad of digital marketing tools. Currently, the EDD is active in Internet marketing (i.e., reaching customers via website, email, and social media), but Internet marketing is only a subset of digital marketing where digital marketing encompasses the use of all digital platforms, digital channels, and digital devices whether they are online or not.</p> <p>Under the direction of the Staff Services Manager (SSM) I in the Digital Marketing Office within the Public Affairs Branch, the Graphic Designer III will create visuals and media for online publishing, multimedia, and other digital mediums. The incumbent will also serve as a high-level specialist responsible for the development and production of the most intricate graphic design work for the Department.</p> <p>HRSD APPROVED, MI 12/11/2017</p>			
<p>12. THIS POSITION</p> <p><input checked="" type="checkbox"/> Does not require the use of bilingual communication skills</p> <p><input type="checkbox"/> Requires the use of bilingual communication skills</p>			

13. POSITION TITLE Digital Marketing Visual Designer		14. POSITION NUMBER 280-314-2886-001	
15. PERCENT		16. DUTIES (List highest percentage duties first; essential then marginal)	
		ESSENTIAL DUTIES	
45%	Evaluate and develop the overall visual communication strategy to enhance EDD programs and services; create and produce designs for the web and social media sites; and produce design alternatives based on the creative brief by sketching, roughing, illustration, scanning, file conversion and transfer, file preparation, retouching, etc.		
25%	Coordinate with marketing analysts and program specialists to brainstorm and develop visual designs for the Department's social media sites, internal SharePoint sites, email marketing campaigns, and other digital marketing efforts while adhering to EDD graphic standards.		
10%	Identify and implement solutions for technical issues such as font management, graphic formats, and software difficulties.		
10%	Layout and produce all EDD electronic newsletters including but not limited to the <i>Scene</i> and <i>California Employer</i> .		
		MARGINAL DUTIES	
5%	Stay current with best practices, strategies, and industry standards related to graphic design in order to champion continuous advancement of the EDD's resources and capabilities.		
5%	Other duties as assigned as appropriate for classification.		
KNOWLEDGE AND ABILITIES:			
Knowledge of: Page layout, color theory, typography, and graphic design principles; interpreting statistical data into visual aids; freehand drawing and color illustration; procedures for creating traditional and/or electronic files for output for single and multicolor publication; stages of design to an electronic file; troubleshooting within the graphic application software; graphic resources and software applications (e.g., Adobe Illustrator, InDesign, Photoshop, Premiere); project leadership and time management; departmental programs and objectives; alternate strategies available to establish and improve comprehensive graphic design programs; team-building techniques and principles; and principles of effective proposal writing.			
Ability to: Assume leadership in each of the above areas; assimilate ideas and concepts from a variety of customers and produce effective, cost-efficient graphic design products; establish effective working relationships with all groups and individuals contacted in work; and communicate effectively.			

	<p>DESIRABLE QUALIFICATIONS:</p> <p>Knowledge of: Still and motion photography; SharePoint 2013; building mockups, wireframes, and storyboards; gathering user feedback; HTML, CSS, JavaScript (including JS coding, jQuery, or equivalent responsive web design framework); research and data gathering techniques to compile information; public outreach strategies; branding, merchandising, and project management techniques to promote EDD programs and services.</p> <p>Ability to: Work well both independently and in a team setting; and conduct meetings.</p> <p>Certification or degree from an accredited or recognized professional institute or body in the program areas of art, design, visual communications, and computer graphics.</p>
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17. *This position statement including the activities and performance expectations has been reviewed by the undersigned.*

Supervisor's Signature _____
Date
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By signing this document, I acknowledge that I have read and understand all the requirements and information above and have received a copy of this position statement. I also certify that I am able to perform, with or without the assistance of a *Reasonable Accommodation, the essential job duties of this position.

Signature of Incumbent _____
Date

*If a Reasonable Accommodation is necessary, please complete a Request for Reasonable Accommodation (DE 8421) form and submit to Human Resource Services Division, Reasonable Accommodation Coordinator.

COMMENTS (LIST ANY REASONABLE ACCOMMODATIONS MADE):