

DUTY STATEMENT

DGS OHR 907 (Rev. 09/2018)

 Current Proposed

RPA NUMBER 23062	DGS OFFICE or CLIENT AGENCY California Arts Council	
UNIT NAME Executive	REPORTING LOCATION 2750 Gateway Oaks Suite 300, Sacramento, CA 95833	
SCHEDULE (DAYS / HOURS) Monday - Friday, 8am-5pm	POSITION NUMBER 352-120-2886-001	CBID R14
CLASS TITLE Graphic Designer III	WORKING TITLE Graphic Designer III	
PROPOSED INCUMBENT (IF KNOWN)	EFFECTIVE DATE	

CORE VALUES / MISSION Rank and File Supervisor Specialist Office of Administrative Hearings Client Agency

The California Arts Council (CAC) is a state agency with a mission of strengthening arts, culture, and creative expression as the tools to cultivate a better California for all. It supports local arts programming and infrastructure statewide through grants, initiatives, and services. The CAC envisions a California where all people flourish with universal access to and participation in the arts.

Through its new Strategic Framework, the CAC is committed to developing an organizational culture that actively addresses barriers to equity and participation for all Californians, and celebrates the connections and intersections of all our communities. The CAC believes that racial injustice is the most pervasive and entrenched form of injustice permeating the institutions and structures that everyone must access. As outlined in its Racial Equity Statement, the CAC is committed to prioritizing racial equity both internally and externally. The CAC aims to exemplify government by, for, and of the people by focusing on representation, flexibility, and collaboration. CAC employees are the vital link that ensures the agency and Council's priorities are fully realized. The CAC strives to ensure that its workforce reflects the diversity of California and to foster an environment where all people feel valued and can thrive.

Learn more at <https://arts.ca.gov/about/>.

POSITION CONCEPT

Under the general direction of the Information Officer II, the Graphic Designer III creates and produces materials and/or publications at the highest level for print, on-line publishing, multimedia, and other mediums. The Graphic Designer III serves as high-level specialist responsible for the development and production of the most complex graphic design work for the CAC. The Graphic Designer III will be responsible for providing mission critical skilled graphic design support, client liaison, and project leadership in order to maintain the professional communications and branding standards of the agency; support the implementation of an effective public affairs program; support the implementation of legislatively mandated programs; ensure that the CAC's revenue generating programs succeed; and effectively support the development and execution of special initiatives and agency partnerships.

SPECIAL REQUIREMENTS Conflict of Interest Medical Evaluation Background Evaluation Background Evaluation FTB Office Technician

(Typing) Conflict of Interest

This position is designated under the Conflict of Interest Code. The position is responsible for making or participating in the making of governmental decisions that may potentially have a material effect on personal financial interests. The appointee is required to complete Form 700 within 30 days of appointment.

ESSENTIAL FUNCTIONS

PERCENTAGE	DESCRIPTION
35%	Graphic Design and Media & Interactive Design. • Utilize state-of-the-art graphic design techniques, theories, and processes.

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	<ul style="list-style-type: none"> • Assimilate ideas and concerns from a variety of stakeholders and translate them into an effective and cost-efficient graphic design project or program. • Using Adobe software of Illustrator, InDesign, and Photoshop, on a PC platform: plan, design, and produce agency communication materials for print and online platforms. • Conceptualize and create the highest level to complex design and production for a complete range of outreach, including, but not limited to, brochures, flyers, ads, postcards, posters, reports, awards, business cards, letterhead, social media graphics, signage, handouts, forms, invitations, online banners, etc. • Serve as lead coordinator for the creation of visual concepts for web development and social media campaign development. If needed, design templates, forms, reports, and tables in Microsoft Office applications. • Ensure all projects are completed by the assigned deadlines. • Design and maintain custom websites for projects including: California Cultural Districts, California Poet Laureate, California Arts License Plate, and California Arts in Corrections • Meet, consult, and advise agency staff on graphic design related-issues. • Review narrative material and create appropriate illustrations and graphic interpretations. • Create digital experiences across multiple channels that are consistent with the brand, easy to interact with, and visually exciting utilizing Adobe After Effects. • Conceive, design, and edit promotional videos; create animated illustrations and advertisements; and design interactive data visualization experiences and graphics. • Stay up to date on media design best practices and introduce new strategies and concepts to the agency. • Create and produce exhibit and display design, web design, printed material, video, interactive, slide presentation and other multimedia applications. • Obtain and coordinate the agency's graphic resources including artwork and photography needed.
30%	<p>Project Leadership</p> <ul style="list-style-type: none"> • Work independently to prepare project proposals and reports for review and consideration by Information Officer II. • Liaise directly with CAC constituents/clients on graphic design requests. • Serve as project lead and coordinate time management of various Public Affairs department projects. • Develop and source alternate strategies to establish and improve comprehensive graphic design program. • Write effective proposals for printing and production of graphic design projects and negotiate execution of projects. • Negotiate the terms and conditions of graphic design projects.
10%	<p>Branding</p> <ul style="list-style-type: none"> • Develop and maintain visual elements of agency's brand. • Create and maintain style guides, and serve as agency-wide specialist for branding compliance.
10%	<p>Graphic Services & Public Affairs Liaison</p> <ul style="list-style-type: none"> • Act as in-house contact for public requests for formatting and distribution of agency logo and branded materials. • Provide staff support and coordinate CAC video, photography, and AV needs at CAC special events. • Coordinate use of CAC printed materials, videos, and presentations at public outreach events.

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	<ul style="list-style-type: none"> • Work independently to respond to public inquires for graphic design related programs, such as the Arts License Plate and the Keep Arts in Schools Voluntary Contribution Fund. • Determine public response and awareness to better promote products and services to project a department image.
10%	Presentation Design & Printing and Photo Archives <ul style="list-style-type: none"> • Create visual digital presentations using Microsoft PowerPoint and applications such as Prezi and Adobe After Effects, sourcing videos and images and creating original graphics and illustrations. • Prepare printed presentations, handouts, and booklets. Interpret talking points and evaluate and edit work of presentation contributors. • Research presentation subjects in order to effectively communicate complex ideas. Provide copy writing support as needed. • Prepare presentations, formulate, write, and present formal project proposals. • Coordinate production of printed materials and ensure high-quality printing output. Write detailed instructions for printing providers. Conduct in-house printing jobs using agency resources. Manage photography assets and maintain photo archive, utilizing Adobe Lightroom.

MARGINAL FUNCTIONS

PERCENTAGE	DESCRIPTION
5%	Racial Equity: Participates in agency activities to advance racial equity in state government in order to reach the agency's goals and objectives as outlined in the Racial Equity Action Plan and Strategic Framework to ensure public affairs policy and objectives are fulfilled.

WORK ENVIRONMENT AND PHYSICAL REQUIREMENTS

This vacancy exists in Sacramento and it is located at 2750 Gateway Oaks, Suite 300. The incumbent must be ready to report to work at this location, although teleworking may be required for specific time periods. This is a professional office environment and appropriate business attire is required. Daily use of laptop computer, phone, fax, copiers, and general office and communication equipment. Ability and willingness to travel if needed.

You are a valued member of the department's team. You are expected to work cooperatively with team members and others to enable the department to provide the highest level of service possible. Your creativity and productivity are encouraged. Your efforts to treat others fairly, honestly and with respect are important to everyone who works with you.

I have discussed with my supervisor and understand the duties of the position and have received a copy of the duty statement.

EMPLOYEE NAME	EMPLOYEE SIGNATURE	DATE SIGNED

I have discussed the duties of the position with the employee and certify the duty statement is an accurate description of the essential functions of the position.

SUPERVISOR NAME	SUPERVISOR SIGNATURE	DATE SIGNED