



# DIGITAL MEDIA & GRAPHICS COORDINATOR ~~—FULL~~ TIME

## JOB DESCRIPTION

<b>Department:</b> Community Engagement	<b>Benefits:</b> Yes
<b>Division:</b> Administration	<b>Time:</b> Full-time (39 hours per week), including evening and weekend hours.
<b>Job Type:</b> Civil Service	<b>FLSA Status:</b> Non-Exempt
<b>Reports To:</b> <del>Director of Community Engagement</del> <a href="#">Communications &amp; Development Manager</a>	<b>Pay Grade:</b> 27

### JOB SUMMARY

The Digital Media & Graphics Coordinator serves as the primary point person for all Library digital and print graphics [as well as Library branding guidelines](#). They coordinate, create, and produce print and digital media promotional material with attention to detail in a deadline-driven environment. This person will be responsible for coordinating, conceptualizing, designing, and producing clear, clean visual solutions that align with the Library's overall style guidelines for a wide variety of formats and platforms. This person will be required to submit the highest quality forms of communication to different mediums (analog and digital) and to internal and external stakeholders. In addition, this person has primary responsibility for the general maintenance of the Library's website and assignment of projects to Digital Media & Graphic Designer staff, students/interns, and volunteers.

[The person collaborates across Library departments to advise on strategic design direction for internal Library materials and all aspects of the physical Library space.](#) The Digital Media & Graphic Coordinator reports to ~~the Director of Community Engagement~~ [Communications and Development Manager](#).

### ESSENTIAL FUNCTIONS

- [Advises and assists in Library branding decisions and oversees the creation and maintenance of Library-branded materials.](#)
- [Advises and collaborates with other Library stakeholders in the aesthetic direction of the Library, applying a design-thinking approach to improving the user experience in physical Library spaces.](#)
- Coordinates all aspects of the digital and print graphics functions of the Library.

- [Collaborates with other Library stakeholders to plan and implement the Library's year-round promotion schedule.](#)
- [Oversees the design of all Library newsletters.](#)
- [Trains Digital Media & Graphic Designer staff, students/interns, and volunteers.](#)
- Assigns projects to and evaluates the quality of work produced by Digital Media & Graphic Designer staff, students/interns, and volunteers.
- Gives input to the [Director of Community Engagement, Communications and Development Manager](#) in evaluating Digital Media & Graphic Designer staff, students/interns, and volunteers.
- Is responsible for daily updates and the routine maintenance of the Library's website, and ~~participates~~ [advises and implements](#) larger website changes.
- [Creates and produces print and digital promotional materials, including website, social media, books, brochures, flyers, posters, banners, slides, charts, infographics, and signs.](#)
- [Conceptualizes designs for special and premier Library programs and initiatives.](#)
- Advises and assists internal and external stakeholders in determining the most effective, aesthetically pleasing means of presenting graphic arts materials.
- Designs and updates visual concepts and assets for a wide variety of digital, print, and web-based projects.
- [Collaborates with staff across all departments and Library partners to create and fulfill print and digital content requests.](#)
- [Collaborates with Collections staff to design, maintain, and fulfill special cataloging materials.](#)
- Creates design, layout, and camera-ready artwork for print and digital promotion.
- Creates original artwork.
- Photographs and edits images.
- Creates, produces, and installs signs, posters, and large-scale format displays.
- Compiles Library website statistics, analyzing and summarizing data and trends.
- [Maintains an awareness of the developments, ~~and~~ innovations, ~~and~~ accessibility standards used in graphic design, social media, and websites.](#)
- [Assists in the implementation and maintenance of the Library's Communications Handbook.](#)
- Assists with social media engagement.
- Follows established departmental procedures for proofreading, closing out jobs, and archiving of projects.
- Inventories art supplies and equipment.
- Supports the department with administrative and data-entry tasks.
- Coordinates print and merchandise orders with vendors.
- Collaborates on special projects.
- [Other duties as assigned.](#)

## **JOB REQUIREMENTS**

### **Education & Experience**

- Bachelor's degree in graphic design or a related field or equivalent required.
- At least three years professional experience in marketing, public relations, communications, website, and/or graphic design required.
- Demonstrated technical skill in layout, design, typography, and paste-up required.
- One year successful, continuous work experience required.
- One year prior successful supervisory experience desired.

### **Skills**

- Strong knowledge of professional graphic arts techniques, including typography, design, color theory, and branding.
- Experience with XHTML, Adobe Creative Suite, and MS Office Suite in a Windows environment required.
- Experience with website content management system (Drupal preferred).
- Experience with PHP and CSS preferred.
- Working knowledge of graphic design production methods.
- Accurate grammar, spelling, punctuation, sentence structure, and Standard English usage; business correspondence formats.
- Dependability and honesty.
- Excellent organizational, interpersonal, and decision-making skills.
- Excellent written, verbal, and visual communication skills.
- Strong attention to detail and content accuracy.
- Knowledge and understanding of relevant laws and regulations, including copyright and accessibility standards.
- Capability in photography and videography desired.
- Ability to multitask and thrive in a deadline-driven environment.
- Must be able to take constructive feedback well and work collaboratively with a team, yet still be able to objectively and kindly defend creative principles.

**Ability to**

- Design artwork, layout, and paste-up.
- Conceptualize and design original print and digital content; develop content that ensures the Library is putting out timely, relevant, and engaging material.
- Demonstrate a strong commitment to excellent public service; work with others in a consistently approachable, cooperative, enthusiastic, and effective manner despite numerous competing requests.
- Design with accessibility in mind.
- Operate and perform light maintenance on office equipment.
- Evaluate and prioritize tasks to meet deadlines with minimal oversight.
- Understand and follow detailed oral and written instruction.
- Learn and follow all relevant Library policies.
- Complete work with speed and accuracy and handle frequent, sudden task changes effectively.

**General**

- Regular schedule may occasionally need to be adjusted for workflow demands.

**CONTACTS: INTERNAL/EXTERNAL**

- Regular contact with Library staff and patrons.
- Some contact with vendors and Library partners.

**SUPPLEMENTAL INFORMATION**

**Working Environment:**

*The work environment characteristics described herein are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

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- The work will occur remotely and at The Urbana Free Library.
- Possibility of contact with electrical and chemical hazards.
- Works in close association with others.
- This position contains high degree of complexity requiring special training and skills.
- Work is subject to deadlines and frequent interruptions.
- Visits by and to vendors as needed.

**Physical Requirements:**

*The physical demands described herein are representative of those that must be met by an employee*

*to successfully perform the essential functions of this job. Reasonable accommodations may be met to enable individuals with disabilities to perform essential functions.*

**Lifting:** Physical strength and agility sufficient to lift and maneuver up to 30 pounds. Ability to climb ladders, reach with hands and arms, crouch, or crawl.

**Manual dexterity:** Perform repetitive tasks quickly, neatly, and accurately.

**Vision:** See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; visually inspect work in progress; and the ability to adjust focus to both print and electronic text.

**Hearing:** Hear in the normal audio range with or without correction.

*The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to that position.*

*The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.*

**The Urbana Free Library is an Equal Opportunity Employer.**

Last updated: ~~03-25-22~~ [April 2023](#)