

## JOB DESCRIPTION

Job Title: **Coordinator – Creative Services**  
 Department: **Information Community Resource**  
 Pay Program: **Admin and Prof Tech**  
 Prepared/Revised Date: **August 2017**

FLSA Status: **Exempt**  
 Pay Range: **3**  
 Work Calendar: **248 days**

**SUMMARY:** Uphold the brand and identity guidelines of St. Vrain Valley Schools and all of its affiliates. This position is responsible for the overall art direction of the school district, developing high-quality design projects, and providing creative services to support district and school initiatives. The ideal candidate will have experience in brand management, varied design, integrated marketing, and is confident designing large print publications, infographics, logos, banners and advertising campaigns. Collaborate with other members of the communications team to champion the standard of excellence in leadership, integrity, collaboration and transparency in support of the mission and brand of St. Vrain Valley Schools.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:** *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Job Tasks Descriptions	Frequency	% of Time
1. Designs print publications, social media imagery, posters, advertisements, flyers, banners, and other district collateral while adhering to district brand guidelines and standards.	D	55%
2. Works with creative service vendors to coordinate the production processes including quoting, file preparation, proofing and invoicing.	W	10%
3. Updates and publishes content on the district website and other digital channels.	W	10%
4. Films, photographs and produces visual content for district and school programs.	W	10%
5. Develops digital campaign resources to support events and other district initiatives.	D	10%
6. Assist as needed in emergency and crisis communications in collaboration with the media, emergency responders, parents, businesses and other community stakeholders.	M	2%
7. Perform other duties as assigned.	Ongoing	3%
	<b>TOTAL =</b>	<b>100%</b>

### **EDUCATION AND RELATED WORK EXPERIENCE:**

- Bachelor's degree in Graphic Design, Communications, Marketing or a related field.
- Over three years and up to five years of experience years of experience in graphic design, web, video production and communications. Must be highly proficient in Adobe Creative Suite, including Adobe Premiere, HTML/CSS and experienced with video production including use of a DSLR camera and audio recording equipment.

### **LICENSES, REGISTRATIONS or CERTIFICATIONS:**

- Criminal background check required for hire.
- Valid Colorado driver's license

### **TECHNICAL SKILLS, KNOWLEDGE & ABILITIES:**

- Advanced oral and written communication skills.
- Interpersonal relations skills.
- Customer service and public relations skills.
- Critical thinking and problem solving skills.
- Advanced skills with Adobe Creative Suite, Graphic Design, Video, HTML/CSS and Pre-press processes.
- Ability to manage multiple priorities and multiple tasks with frequent interruptions.
- Ability and willingness to be on call and/or respond to calls 24/7.
- Ability to promote and follow Board of Education policies and building/departamental procedures.
- Ability to communicate, interact and work effectively and cooperatively with people from diverse ethnic and educational backgrounds.

- Ability to recognize the importance of safety in the workplace, follow safety rules, practice safe work habits, utilize appropriate safety equipment and report unsafe conditions to the appropriate administrator.

**MATERIALS AND EQUIPMENT OPERATING KNOWLEDGE:**

- Operating knowledge of and experience with graphic design and development with emphasis on Adobe Creative Suite, Video, HTML/CSS, Pre-press processes and other content systems.
- Operating knowledge of and experience with Microsoft Word, Excel, PowerPoint, Access, Publisher, Google Apps.
- Operating knowledge of and experience with typical office equipment, such as telephones, copier, fax machine, E-mail, etc.

**REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:**

	POSITION TITLE
<b>Reports to:</b>	Director of Communications and Manager of Communications

	POSITION TITLE	# of EMPLOYEES
<b>Direct reports:</b>	This job has no direct supervisory responsibilities.	

**BUDGET AND/OR RESOURCE RESPONSIBILITY:**

- Help develop and maintain overall communications budget. Oversee project budgeting and tracking of expenditures for online/digital initiatives. Initiate requisitions as required.

**PHYSICAL REQUIREMENTS & WORKING CONDITIONS:** *The physical demands, work environment factors and mental functions described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

PHYSICAL ACTIVITIES:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Stand		X		
Walk		X		
Sit				X
Use hands to finger, handle or feed		X		
Reach with hands and arms		X		
Climb or balance	X			
Stoop, kneel, crouch, or crawl	X			
Talk			X	
Hear			X	
Taste	X			
Smell	X			

WEIGHT and FORCE DEMANDS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Up to 10 pounds		X		
Up to 25 pounds	X			
Up to 50 pounds	X			
Up to 100 pounds	X			
More than 100 pounds	X			

MENTAL FUNCTIONS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Compare				X
Analyze				X
Communicate				X
Copy				X
Coordinate				X
Instruct			X	
Compute			X	
Synthesize			X	
Evaluate			X	
Interpersonal Skills				X
Compile			X	
Negotiate		X		

WORK ENVIRONMENT:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Wet or humid conditions (non-weather)	X			
Work near moving mechanical parts	X			
Work in high, precarious places	X			
Fumes or airborne particles	X			
Toxic or caustic chemicals	X			
Outdoor weather conditions	X			
Extreme cold (non-weather)	X			
Extreme heat (non-weather)	X			
Risk of electrical shock	X			
Work with explosives	X			
Risk of radiation	X			
Vibration	X			

VISION DEMANDS:	Required
No special vision requirements.	X
Close vision (clear vision at 20 inches or less)	
Distance vision (clear vision at 20 feet or more)	
Color vision (ability to identify and distinguish colors)	
Peripheral vision	
Depth perception	
Ability to adjust focus	

NOISE LEVEL:	Exposure Level
Very quiet	
Quiet	X
Moderate	
Loud	
Very Loud	