

## **PRINTING AND GRAPHICS COORDINATOR**

### **JOB DESCRIPTION**

**Classification Responsibilities:** A Printing and Graphics Coordinator is a journey-level classification responsible for bidding out printing and related services to vendors, editing of pre-designed graphics work, professional-level graphics design and desktop publishing/digital typesetting services for user departments on a limited basis, and providing administrative support. The bid related duties involve: communication with employees and vendors regarding specifications, bids, contracts, orders, and related services; the drafting, review, and comparison of specifications and prices of competitive printing and printing supplies (except press-related supplies); the examination, inspection, and comparison of the quality of printing services purchased or to be purchased by the City; the evaluation of proposals, bids, and quotations; and the awarding or recommendation of printing contract awards within prescribed limits. Duties include heavy contact with representatives from user departments to advise and understand their printing and graphics, and/or mailing objectives and needs; budget and timeline, and specifications, planning, organizing, and evaluating technical considerations such as specifying type, artwork, photography, graphics, design, layout, paper, and use of color and printing costs; making choices and decisions on executing concepts, layout, revisions, and production through printing; interpreting Citywide and federal policies and laws (i.e., City graphics standards, federal copyright laws, and postal requirements); managing projects in progress, preparing status reports, and proofing final materials from other departments for production including copy, artwork, and color separations; and setting priorities and deadlines. The graphics related duties may include performing edits on previously designed graphics and forms, and on a limited basis: preparation of customer and computer-generated artwork, graphics, drawings, lettering, photographs, and layout and design of forms, brochures, newsletters, manuals, annual reports, charts, novelty items, fliers, print ads, logos, signage, business materials, and graphics for City departments. Other duties include entering payroll information into a PC; coding and processing Invoices for Payment (IFPs), Limited Purchase Orders (LPOs), purchasing requisitions, and journal vouchers; compiling data for reports; and resolving procedural problems. This class is also responsible for supervising the Digital Print Operators and Program Assistant. This class performs related duties as required.

**Distinguishing Features:** Work is performed with independence within established policies and procedures and requires technical knowledge of area functions. This position is required to exercise considerable latitude and work with minimal supervision. Receives general supervision from the Mail, Print, and Materials Administrator who reviews work through conferences, observation of work in progress, and overall results achieved. This class is FLSA nonexempt.

### **QUALIFICATIONS**

**Minimum Qualifications Required.** Any combination of training, education, and experience equivalent to graduation from an accredited college or university with a Bachelor's Degree in Graphics Design. Good (1 - 3 years) experience in printing and graphic design with the operation of a computerized typesetting/desktop publishing system or related equipment, supplemented by a minimum of one year of purchasing-related experience. Must possess knowledge of various print production methods, including offset, digital and web printers.

**Special Requirements.** None.

**Substance Abuse Testing.** None.

**Preferred/Desirable Qualifications.** Proficiency in both PC and MAC platforms as well as experience with graphic design software such as Corel Draw, PageMaker, InDesign, Adobe Illustrator, and Photoshop is highly desirable.

## **ESSENTIAL FUNCTIONS**

One position may not include all of the essential functions, knowledge and abilities listed, nor do the listed examples include all the knowledge and abilities which may be found in positions of this classification.

**Communication:** Acts as a liaison between various levels of staff members, City departments, and vendors in processing work and resolving problems. Communicates effectively with coworkers, City employees, vendors, and salespersons to establish and maintain effective working relationships and on matters relating to printing services. Communicates with customers on the layout and setup of printing and graphics jobs. Conducts meetings with vendors to obtain written and oral bids, and to communicate schedule requirements through color proofing, press-checks, finishing processes and delivery of quality goods. Writes printing and binding specifications. Answers questions and provides information requiring a technical knowledge of printing methods and practices. Responds to questions from other City departments regarding print specifications and City purchasing policies and procedures as they relate to printing services. Resolves routine questions or problems relating to the printing process and department procedures. Trains department employees on desktop publishing and software usage as needed.

**Manual/Physical:** Secures price quotations and prepares terms, conditions, and/or specifications for prospective printing services purchases. Reviews bids based on current City policy. Participates in bid tabulation, and places orders for printing and related services. Purchases general office supplies and small office machines, and specialized, routine printing and related services. Provides in-house design/typographical services to user departments utilizing desktop publishing software and a digital phototypesetting system, or refers typographic or technical camera work to outside design firms according to workload, time, and equipment restraints. Draws or letters charts, schedules, graphs, maps, or similar objects to produce prepress graphics work. Operates, performs minor maintenance on, and troubleshoots desktop publishing/typesetting equipment and other modern office equipment, and calls for service when needed. Operates a variety of standard office equipment. Distinguishes colors to design and proof final color printing and graphics work. Maintains, controls, and updates all form originals and artwork. Reviews work for conformance to department standards and customer specifications. Performs physical inventories. Selects and obtains graphic art tools, equipment, and supplies. Assists with maintaining a log of design/typesetting jobs and maintains office files. Provides input towards the development of operating procedures, budget, and performance measures. Meets scheduling and attendance requirements.

**Mental:** Analyzes requisitions for quantity, specifications, and delivery requirements. Analyzes specifications to assist in determining the best method for procuring printing services. Evaluates bids and proposals from vendors and resolves vendor performance problems. Acts as a liaison between customers and vendors. Makes numerical/arithmetical computations including adding, subtracting,

multiplication, and division. May design visual communication media such as: brochures, posters, magazine advertisements, business forms, report covers, stationary, and logos. Incorporates graphic elements such as illustration, photography, and the best type, arrangement, and appearance of printed material to achieve the desired impact and message. Estimates printing costs. Sets work priorities. Proofreads, edits, and corrects text. Follows City policies on printing and logo usage as well as federal laws pertaining to copyrights and artists' rights. Provides design solutions to user departments by considering project priorities and goals, intent and function of the material, anticipated distribution, audience make-up, and expected results. Determines specifications such as ink color, paper stocks, and typefaces needed for design congruence and visual impact. Comprehends and makes inferences from written material. Analyzes data from user departments and outside vendors to make recommendations regarding the best ways to meet user needs. Learns job-related material through on-the-job training.

**Knowledge and Abilities:**

Knowledge of:

the methods, policies, and procedures involved in purchasing printing and related services;  
methods and policies pertinent to area of assignment;  
municipal purchasing procedures, methods, and techniques;  
contract negotiation and the awarding of contracts based on the best bid;  
current printing methods and practices;  
the sources of printing services and supplies, current market conditions, price trends, and new product development methods;  
modern office practices, procedures, and equipment, including automated purchasing system processes;  
PC software applications necessary to perform work;  
business English, spelling, grammar, and arithmetic;  
accounting and recordkeeping procedures as applicable to printing;  
the materials and supplies of the printing trade, especially paper stocks and inks;  
state-of-the-art processes used in the graphic arts field;  
the principles and practices of the operation and general maintenance practices of desktop publishing/typesetting and related equipment;  
form design, layout, and desktop publishing/typesetting techniques;  
desktop publishing and digital typesetting techniques, commands, procedures, and software and printer options; and  
the safety hazards and precautions associated with printing operations.

Ability to:

purchase a variety of supplies, and printing and related services;  
prepare bids, specifications, and written quotes for printing and related services to vendors;  
research and apply independent judgment and printing technical knowledge to analyzing bids, making awards, evaluating service quality, and comparing specifications and prices of competitive items;  
apply proper descriptive terminology or specifications for requisitions for services;  
make mathematical computations;  
maintain working knowledge of current printing methods and practices;  
explain purchasing policies and procedures clearly and concisely to employees and vendors;  
negotiate discounts with vendors;  
use a PC to perform related assignments and maintain detailed spreadsheets;

compile data and write reports;  
establish and maintain a variety of files;  
operate a variety of standard office equipment including a PC, calculator, copier, and facsimile machine;  
analyze and apply independent judgment to assigned work;  
work efficiently without close supervision;  
follow oral and written instructions;  
communicate effectively, both verbally and in writing; and  
establish and maintain effective working relationships with management, coworkers, vendors, and customers.

The duties listed above are intended only as general illustrations of the various types of work that may be performed. Specific statements of duties not included do not exclude them from the position if the work is similar, related, or a logical assignment to the position. Job descriptions are subject to change by the City as the needs of the City and requirements of the job change.

Revised 4/16

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INCREMENTS 62-200

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