

**State of Michigan
Civil Service Commission**

Capitol Commons Center, P.O. Box 30002
Lansing, MI 48909

Position Code

1. GARTDESEA30R

POSITION DESCRIPTION

This position description serves as the official classification document of record for this position. Please complete the information as accurately as you can as the position description is used to determine the proper classification of the position.

2. Employee's Name (Last, First, M.I.)	8. Department/Agency LICENSING AND REGULATORY AFF
3. Employee Identification Number	9. Bureau (Institution, Board, or Commission) Office of Communication
4. Civil Service Position Code Description GRAPHIC ARTS DESIGNER-E	10. Division
5. Working Title (What the agency calls the position) Graphic Designer	11. Section
6. Name and Position Code Description of Direct Supervisor OSBORN, ANASTASHA; STATE OFFICE ADMINISTRATOR	12. Unit
7. Name and Position Code Description of Second Level Supervisor PENDLETON, COURTNEY C; CHIEF DEPUTY DIRECTOR	13. Work Location (City and Address)/Hours of Work 611 W. Ottawa, Lansing MI / 8-5/M-F with remote & AWS if applicable

14. General Summary of Function/Purpose of Position

This position is responsible for creating and producing visual communication materials that support the Department of Licensing and Regulatory Affairs (LARA) internal and external audiences. Responsibilities include designing and preparing digital and print materials such as publications, graphics, logos, illustrations, templates, and social media content using Adobe Creative Cloud and related software.

The position ensures all materials align with LARA's brand and accessibility standards and effectively communicate the department's mission and initiatives. The employee handles work through all phases of production, including concept development, drafts, revisions, and preparation of files for print or digital distribution.

15. Please describe the assigned duties, percent of time spent performing each duty, and what is done to complete each duty.

List the duties from most important to least important. The total percentage of all duties performed must equal 100 percent.

Duty 1

General Summary:

Percentage: 60

Responsible for the concept, design, and production of visual materials that promote and support LARA's mission for internal and external audiences.

Individual tasks related to the duty:

- Designs and produces digital and print materials, including newsletters, brochures, posters, presentations, social media graphics, web banners, and public information campaigns.
- Develops and maintains branded templates and visual standards to ensure consistent messaging and design across all bureaus and platforms.
- Collaborates with the Communications Director and team members to plan and deliver creative solutions that enhance LARA's outreach and employee engagement.
- Creates logos, infographics, illustrations, and layout designs for both online and print distribution.
- Ensures all materials comply with accessibility and branding standards.
- Performs quality control and prepares final files for print and digital publication..
- Other graphic arts duties as assigned.

Duty 2

General Summary:

Percentage: 30

Responsible for photography, videography, and multimedia content creation to support LARA's communications, events, and outreach efforts.

Individual tasks related to the duty:

- Captures and edits photography and video content highlighting LARA programs, employees, events, and initiatives.
- Plans and produces short-form videos for social media, the LARA Living Room podcast, internal events, and digital campaigns.
- Selects, edits, and optimizes photos and video clips to enhance storytelling and engagement.
- Maintains a digital asset library and organizes photo and video files for departmental use.
- Ensures all multimedia products meet accessibility, quality, and branding standards.
- Assists with storyboarding, filming, and post-production editing as needed.

Duty 3

General Summary:

Percentage: 10

Performs related duties to support the overall effectiveness of the Communications Office and professional development of the employee.

Individual tasks related to the duty:

- Participates in professional development opportunities, including trainings, webinars, and workshops to enhance design and multimedia skills.
- Collaborates with bureaus and leadership teams to provide creative input and ensure consistency across departmental communications.
- Assists in planning and executing communications projects and special events as needed.
- Researches emerging design trends, tools, and technologies to continuously improve LARA's visual communication efforts.
- Performs other related duties as assigned by the Communications Director.

16. Describe the types of decisions made independently in this position and tell who or what is affected by those decisions.

The employee independently determines the design layout, creative approach, and production methods for assigned projects within established branding and accessibility guidelines. They prioritize work, manage timelines, and ensure final products meet quality standards and project objectives.

17. Describe the types of decisions that require the supervisor's review.

- Final approval of high-visibility or department-wide materials, including campaigns, reports, and communications that represent LARA leadership.
- Creative direction decisions that establish or significantly modify the department's visual identity or branding approach.
- Budget or vendor-related decisions involving design services, printing, or production costs.
- Strategic communication priorities and messaging alignment to ensure consistency with departmental goals.
- Cross-departmental projects or sensitive communications that require coordination with other agencies or the Governor's Office.

18. What kind of physical effort is used to perform this job? What environmental conditions in this position physically exposed to on the job? Indicate the amount of time and intensity of each activity and condition. Refer to instructions.

The employee primarily performs duties in an office or remote work environment, using a computer for extended periods to design, edit, and produce materials. Work requires frequent sitting, visual concentration, and repetitive hand movements when using a keyboard and mouse.

The employee is occasionally required to stand, walk, or move equipment for photography, videography, or event setup, and may lift or carry materials weighing up to 20 pounds. Vision abilities required include close focus and color perception.

19. List the names and position code descriptions of each classified employee whom this position immediately supervises or oversees on a full-time, on-going basis.

Additional Subordinates

20. This position's responsibilities for the above-listed employees includes the following (check as many as apply):

- | | |
|---|--|
| ☐ Complete and sign service ratings. | ☐ Assign work. |
| ☐ Provide formal written counseling. | ☐ Approve work. |
| ☐ Approve leave requests. | ☐ Review work. |
| ☐ Approve time and attendance. | ☐ Provide guidance on work methods. |
| ☐ Orally reprimand. | ☐ Train employees in the work. |

22. Do you agree with the responses for items 1 through 20? If not, which items do you disagree with and why?

Yes

23. What are the essential functions of this position?

Creates and produces digital and print materials that visually communicate LARA's mission and initiatives. Ensures all products meet branding, accessibility, and quality standards from concept through final delivery.

24. Indicate specifically how the position's duties and responsibilities have changed since the position was last reviewed.

25. What is the function of the work area and how does this position fit into that function?

The Communications Office develops and implements LARA's internal and external communications. This position supports that work by providing graphic design, photography, and multimedia services that strengthen departmental messaging and outreach.

26. What are the minimum education and experience qualifications needed to perform the essential functions of this position.

EDUCATION:

Two years of college (60 semester or 90 term credits) with course work in art, art education, or graphic art design.

EXPERIENCE:

Graphic Arts Designer 9

One year of experience in commercial art or graphic presentation.

Graphic Arts Designer 10

Two years of experience in commercial art or graphic presentation equivalent to a Graphic Arts Designer, including one year equivalent to a Graphic Arts Designer 9.

Graphic Arts Designer E11

Three years of experience in commercial art or graphic presentation equivalent to a Graphic Arts Designer, including one year equivalent to a Graphic Arts Designer 10.

Alternate Education and Experience**Graphic Arts Designer 9 - 13**

Two years of commercial art or graphic presentation experience may be substituted for the education requirement.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Strong oral and written communication skills and the ability to clearly present visual concepts and ideas.
- Ability to understand, interpret, and follow instructions while managing multiple projects and deadlines.
- Proficiency in Adobe Creative Cloud applications (InDesign, Photoshop, Illustrator, and Acrobat Pro) and Microsoft Office programs (Word, PowerPoint, and Excel).
- Knowledge of branding, layout design, and accessibility standards for digital and print materials.
- Ability to analyze design needs and translate complex information into engaging visual materials.
- Strong attention to detail, organization, and creative problem-solving skills.
- Ability to work collaboratively in a team environment and maintain effective relationships with internal and external partners.

CERTIFICATES, LICENSES, REGISTRATIONS:

None

NOTE: Civil Service approval does not constitute agreement with or acceptance of the desired qualifications of this position.

I certify that the information presented in this position description provides a complete and accurate depiction of the duties and responsibilities assigned to this position.

Supervisor

Date

TO BE FILLED OUT BY APPOINTING AUTHORITY

Indicate any exceptions or additions to the statements of employee or supervisors.

N/A

I certify that the entries on these pages are accurate and complete.

Appointing Authority

Date

I certify that the information presented in this position description provides a complete and accurate depiction of the duties and responsibilities assigned to this position.

Employee

Date