

**State of Michigan
Civil Service Commission**
Capitol Commons Center, P.O. Box 30002
Lansing, MI 48909

Position Code 1. GARTDESEA33R

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 CIV RGHT CENTRAL OFFICE
3. Employee Identification Number	9. Bureau (Institution, Board, or Commission)
4. Civil Service Position Code Description Graphic Arts Designer-E	10. Division
5. Working Title (What the agency calls the position) Departmental Analyst	11. Section Communications
6. Name and Position Code Description of Direct Supervisor ADRIANSE, KATIE; STATE ADMINISTRATIVE MANAGER	12. Unit
7. Name and Position Code Description of Second Level Supervisor CORE, HAROLD; SPECIAL APOINTEE	13. Work Location (City and Address)/Hours of Work Various / Monday- Friday 8am-5pm
14. General Summary of Function/Purpose of Position <p>This position serves as the brand coordinator and graphic designer for the department and is housed within the Communications Division. This position designs and executes communications materials for MDCR and MCRC, with an emphasis on creating accessible design. Responsible for designing accessible electronic and print deliverables, logos and marks; assisting with maintaining website look and feel; assisting with website content management, advising on and maintaining brand integrity and consistency department-wide. Serves as primary departmental photographer and photo archivist. This position coordinates all design assignments as directed.</p>	

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: 40

Responsible for designing and producing accessible and ADA-compliant print and electronic publications, outreach materials, social media graphics, and design and layout of any other agency products and deliverables, logos and branding, including maintaining consistency in color and font usage.

Individual tasks related to the duty:

- Propose, develop and prepare new outreach materials including document markups, cost and resources.
- Responsible for ensuring MDCR and MCRC designed materials are accessible and ADA-compliant.
- Design accessible deliverables for print and electronic and web usage and distribution.
- Responsible for analyzing, creating and maintaining a consistently high-quality look and feel for all external and internal communications materials and marketing pieces.
- Design deliverables may include publications, displays, signs, flyers, social media graphics and other materials promoting events and/or for demonstrations and presentations; responsible for arranging/coordinating production of signage and other print materials with SOM or external vendors and contractors.
- Meet with MDCR divisions to discuss development of new branding and marketing deliverables.
- Research and utilize new technology, platforms and design trends to enhance appearance and effectiveness of MDCR communications deliverables and social media graphics.
- Collaborate with MDCR digital strategist to develop images, infographics and other graphic materials for use on social media platforms; must have knowledge of design requirements and sizing for design elements on all MDCR social media platforms.

Duty 2

General Summary:

Percentage: 25

Photography/Photo Acquisition and Archiving.

Individual tasks related to the duty:

- Serves as Department's lead photographer; shoots press conferences, Commission meetings, and some department-sponsored events as assigned.
- Responsible for maintaining the department's photo archives and Flickr account.
- Responsible for sourcing images – ours or images found through research (copyright-free or from paid stock photo options) – for MDCR promotional materials, posters, internal newsletter, social media postings, and more.
- Edits photographs and images for all departmental uses.
- Fulfills requests for photographs from media, MDCR divisions and other SOM agencies, and partner organizations.
- Assists Digital Strategist with video production, including production, cost analysis, editing, post-production, and captioning for ADA compliance.

Duty 3

General Summary:

Percentage: 20

Web content management.

Individual tasks related to the duty:

- Shared responsibility for website content management as well as reviewing and assisting with analyzing and updating overall website organization and structure.
- Attend site administrator classes and meetings; maintain up-to-date understanding of SOM current content management software and protocols.
- Attend training to stay current on the latest web programming capabilities, issues and ADA compliance rules and regulations.
- Other website and content management-related duties as assigned.

Duty 4

General Summary:

Percentage: 15

Other duties as assigned.

Individual tasks related to the duty:

- Provides back-up to Digital Strategist on social media posting as needed.
- Assists with set-up and tear down of signage and back drops for events, news conferences, etc.
- Assists Communications Director with research, image sourcing, press release distribution and newsletter administrative functions (primarily subscriber updates) as needed.
- Attends divisional and cross-divisional meetings as assigned.

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

Decisions related to the overall departmental design aesthetic (look and feel). Layout of MDCR deliverables and web-based materials; photography, photo selection and editing.

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

Final decisions on copy for departmental deliverables. Decisions where Division policy is not clear or where priorities are conflicting with Division leadership. Decisions on media responses.

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.

Indoor environment. Typically work in an office, around electronic equipment. Occasional travel throughout the state. Physical activities: sitting for long periods, carrying, standing, and use of personal computers, photographic equipment, set up of tabling and photographic backdrop materials.

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):

- | | |
|---|--|
| <input type="checkbox"/> Complete and sign service ratings. | <input type="checkbox"/> Assign work. |
| <input type="checkbox"/> Provide formal written counseling. | <input type="checkbox"/> Approve work. |
| <input type="checkbox"/> Approve leave requests. | <input type="checkbox"/> Review work. |
| <input type="checkbox"/> Approve time and attendance. | <input type="checkbox"/> Provide guidance on work methods. |
| <input type="checkbox"/> Orally reprimand. | <input type="checkbox"/> 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?

This position is responsible for MDCR and MCRC visual assets, design and branding guidelines. This position designs and executes communications materials for MDCR. Lead departmental photographer and photo archivist. This position requires statewide travel when necessary.

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

New establishment.

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

The Communications Division is responsible for all media, website, publication and imagery for the Department of Civil Rights.

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:

Knowledge of MDCR and MDCR Office of Public Affairs programs, policies, and procedures. Knowledge of MDCR social media requirements and policies. Knowledge of ADA requirements. Knowledge of the principles and practices involved in graphic presentation of statistical, scientific, and historic information, and other informational subject matter. Knowledge of various styles of drawing charts and graphs, and methods of production. Knowledge of the techniques of lettering involving spacing, arrangement, margin, tone and color. Knowledge of contrast and techniques of third dimension in poster design and in other presentations. Knowledge of the methods of calculating proportions and percentages, plotting by scale or geometric and algebraic principles. Knowledge of various type styles and their application to the media involved. Knowledge of fabric, color combinations, lighting effects, wood trim and other materials suitable for exhibits. Knowledge of the use of various types of folds for booklets and pamphlets. Knowledge of the methods of graphic art production, the relative effectiveness and efficiencies of certain methods of production, and related cost. Knowledge of computer hardware and software used in graphic arts production. Ability to follow complex oral and written directions. Ability to adapt and graphically present various types of information. Ability to produce freehand and mechanical letter work. Ability to select and use various inks, oils, colors, transparent watercolors and weights of paper for the most effective presentation of work. Ability to choose effective color schemes for charts, graphs, maps, and posters. Ability to use drawing instruments and other artistic tools effectively. Ability to interpret the basic principles and ideas of various subjects into graphic representation. Ability to make models, cut out letters or objects for exhibits. Ability to compose attractive and informative exhibits and displays. Ability to troubleshoot computer as it relates to graphic arts production. Ability to maintain records, prepare reports and write correspondence related to the work. Ability to communicate effectively. Ability to maintain favorable public relations.

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.

BERNITA KISSANE

4/26/2024

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