

Outagamie Waupaca Library System

Position Description

Title: Graphic Arts and Communications Specialist

Classification: Library Assistant

General Description

The Graphic Arts and Communications Specialist is responsible for providing marketing and publication support to OWLS and its member libraries. Responsibilities include the preparation, production, and distribution of promotional materials; consulting on marketing, social media, and communications activities with member libraries; and coordinating communications activities for OWLS. Duties also include acquiring promotional materials from other sources, ordering supplies, and arranging for equipment service. The Graphic Arts and Communications Specialist functions under the supervision of the Library Services Manager and is responsible for reporting regularly to the Library Services Manager.

Specific Duties:

- A. Designs or obtains print and electronic promotional materials upon request for member libraries and OWLS staff.
 1. Designs original materials, or modifies templates, using desktop publishing software to produce promotional materials such as flyers, brochures, booklists, bookmarks, newsletters, and reports.
 2. Maintains organized paper and computer files of artwork, designs, and camera-ready originals.
 3. Works with the Library Services Manager for the design and production of OWLS and InfoSoup promotional materials.
 4. Arranges for outside graphic services when necessary.

- B. Provides consulting and assistance on marketing, public relations, web sites, and social media for OWLS and OWLS member libraries upon request.
 1. Plans, designs, and prepares general publicity and promotional materials for OWLS and member libraries as feasible.
 2. Recommends appropriate strategies to be used in promoting library services and activities.
 3. Develops and maintains OWLS social media presence.
 4. Provides advice on communications related topics.
 5. Work with the Library Services manager on design and development of OWLS and member library websites.

- C. Coordinates the reproduction of print materials designed by OWLS staff or member library staff.
 1. With support from the Administrative Assistant, uses digital duplicator, photocopier, and related equipment to produce printed materials as requested in a neat, accurate, and timely manner.
 2. With support from the Administrative Assistant, oversees assembly or finishing work, including button-making, laminating, die cutting, and the packaging and distribution of completed jobs.
 3. Schedules the production of printed materials, ordinarily within two weeks of being received.
 4. Communicates regularly with member libraries on the progress and status of requests.
 5. Coordinates with libraries when designing and producing support materials for the Summer Reading Program.
 6. Provides cost estimates for print jobs upon request.

7. Keeps an accurate record of completed print jobs for billing, and provides the Administrative Assistant with necessary information to prepare monthly bills.
 8. With support from the Administrative Assistant, maintains an inventory of necessary supplies, and orders more as needed.
 9. Arranges for commercial printing, assembly, or finishing work as necessary.
- D. Other duties as assigned or required, including, but not limited to the following:
1. Arranges for servicing of digital duplicator, photocopiers, and related graphic arts equipment as needed.
 2. Supports OWLS staff use of graphic arts equipment.
 3. Recommends improvements or changes to the graphic arts service or related equipment.
 4. On occasion may provide design and production support for other library or literacy organizations and library conferences.
 5. As necessary, assists other OWLS staff in organizational tasks not directly related to graphic arts and communications.

Desirable Background

- Experience in marketing and data visualization.
- Familiarity with public library services, operations, and procedures.

Requirements

- A degree in Graphic Design, Communications, Marketing or related field.
- Experience with design, reproduction, and finishing of print materials.
- Proficiency in using Adobe Photoshop, Illustrator, InDesign, and Microsoft Publisher.
- Proficiency in using computers, including proficiency with Windows operating system, word processing, email, and web browsing applications.
- Strong customer service orientation and skills.
- Good interpersonal skills including the ability to communicate effectively both orally and in writing.
- Ability to organize and process details accurately.
- Ability to work independently, organize and prioritize work, respond to varied/changing work demands, and make decisions as required.
- Ability to sit for extended periods.
- Ability to sustain prolonged visual concentration and keyboarding activity.
- Ability to stand for the period of time necessary to monitor reproduction tasks.
- Physical tolerance for repetitive tasks such as folding and stapling.
- Willingness to work flexible hours.
- Ability to lift cartons of paper.