

Job Family	Communications	Job Summary	Involves creating visual communications that inform, instruct, and / or influence the way people perceive services, products, or organizations using knowledge of graphic design, animation, communications strategy, marketing, research, environmental design, photography and photographic services, and / or illustration.		
Job Function	Visual Communications				
Category	<b>Professional</b>				

Job Level	Entry	Intermediate	Experienced	Advanced	Expert
Job Title				Visual Communications Specialist 4	
Job Code				7467	
Tracking Code				A0034	
Per. Program	PSS	PSS	PSS	PSS	MSP
FLSA	Non-Exempt	Non-Exempt	Exempt	Exempt	Exempt
Generic Scope	Entry-level professional with limited prior experience; learns to use professional concepts to resolve problems of limited scope and complexity; works on assignments that are initially routine in nature, requiring limited judgment and decision making. Employees at this level are expected to acquire the skills and knowledge to perform more advanced work following an agreed upon time in position, through defined training and development planning.	Professional who applies acquired job skills, policies, and procedures to complete substantive assignments / projects / tasks of moderate scope and complexity; exercises judgment within defined guidelines and practices to determine appropriate action.	Experienced professional who knows how to apply theory and put it into practice with in-depth understanding of the professional field; independently performs the full range of responsibilities within the function; possesses broad job knowledge; analyzes problems / issues of diverse scope and determines solutions.	Technical leader with a high degree of knowledge in the overall field and recognized expertise in specific areas; problem-solving frequently requires analysis of unique issues / problems without precedent and / or structure. May manage programs that include formulating strategies and administering policies, processes, and resources; functions with a high degree of autonomy.	Recognized organization-wide expert. Has significant impact and influence on organizational policy and program development. Regularly leads projects of critical importance to the organization; these projects carry substantial consequences of success or failure. May direct programs with organization-wide impact that include formulating strategies and administering policies, processes, and resources. Significant barriers to entry exist at this level.
Custom Scope				Designs, produces and approves visual presentations, publications or communications for audiences that are either broad or highly influential using various creative methods. Requires subject matter expertise and an in-depth understanding of the audience and visual communication strategies / methods. Work is of considerable difficulty and requires consultative skills for leading projects with clients. Functions as a lead within the department.	
Key Resp 01				Conceives, produces and approves files, graphics, and / or illustrations for visual media, including print and the web.	
Key Resp 02				Consults with clients to plan and design presentation of visual information effectively and appropriate to target	

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				audiences and to the selected visual medium; products may include publications, brochures, displays, presentation slides, proposals, technical manuals, web sites, and other visual communications.	
Key Resp 03				Assesses complex or otherwise challenging written material and data and devises the best ways to present it visually to enhance its clarity and impact.	
Key Resp 04				Develops and produces visual presentations, devising visual themes that strengthen the communication of ideas and information.	
Key Resp 05				Works closely with project managers, writers, and clients to understand communication requirements, determines most appropriate media, and creates cost-effective products.	
Key Resp 06				Using advanced understanding of printing and other production processes, including computer software, for publishing, images, web sites, and various other media. Provides high level guidance on design and publishing technology, services for web design, expertise on printing and other production processes for final products.	
Key Resp 07				Effectively meet budget and time constraints.	
Key Resp 08				Leads others in department to achieve project and departmental goals and objectives.	
Key Resp 09					
Key Resp 10					
Key Resp 11					

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Key Resp 12					
Key Resp 13					
Key Resp 14					
Key Resp 15					
Education 1				Bachelor's degree in related area and / or equivalent experience / training.	
Education 2					
Education 3					
Education 4					
License 1					
License 2					
License 3					
License 4					
Cert 1					
Cert 2					
Cert 3					
Cert 4					
Spec Cond 1					
Spec Cond 2					
Spec Cond 3					
Spec Cond 4					
KSA 01				Advanced knowledge of design and communications concepts and applicable software applications.	
KSA 02				Advanced knowledge of production processes for a variety of media and knowledge of vendor requirements for a variety of products.	
KSA 03				Advanced knowledge of the location, including its vision, mission, goals, and objectives.	
KSA 04				Advanced design, creative and artistic skills.	

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KSA 05				Advanced skills to devise broad design ideas, present them to clients, and produce results on time and within budget.	
KSA 06				Advanced interpersonal communications skills, including active listening skills and skills to work effectively within teams and to effectively provide advanced design advice and consultation to clients on all aspects of visual communications.	
KSA 07				Critical thinking skills, advanced organizational skills and proactive problem-solving / problem resolution skills.	
KSA 08				Ability to lead and mentor others in the department.	
KSA 09					
KSA 10					
KSA 11					
KSA 12					
KSA 13					
KSA 14					
KSA 15					
Environment				Campus, medical center or other university setting and various external venues.	
Career Path 1				Visual Communications Supv 2	
Career Path 2				Visual Communications Mgr 1	
Career Path 3					
Career Path 4					
Career Path 5					
Career Path 6					