



**MINISTRY OF EDUCATION AND YOUTH
(VOCATIONAL TRAINING DEVELOPMENT INSTITUTE)
JOB DESCRIPTION AND SPECIFICATION (Proposed)**

JOB TITLE:	Graphic Artist
JOB GRADE:	
POST NUMBER:	
INSTITUTION:	Vocational Training Development Institute
SECTION:	Academic Affairs
REPORTS TO:	Director, Digital and Online Learning
MANAGES:	N/A

This document will be used as a management tool and specifically will enable the classification of positions and the evaluation of the performance of the post incumbent.

This document is validated as an accurate and true description of the job as signified below:

Employee

Date

Manager/Supervisor

Date

Head of Department/Division

Date

Date received in Human Resource Division

Date Created/revised

Job Purpose

Under the general direction of the Director, Digital and Online Learning, the incumbent is responsible for creating visually appealing and culturally relevant designs and graphic artwork for print materials and creating internal and external advertisements that have a high visual impact. The incumbent is also responsible for the development of brochures, magazines, banners, books, programmes, print and social media artwork, as well as, the institutions website appearance and web based graphic requirements.

Key Outputs:

- Design briefs/graphics developed/produced – Animated illustrations / models
- Graphic Artwork/exhibition created/produced – digital artwork / illustrations / motion graphics
- Officers briefed/advised
- Work of contractors evaluated
- Production materials priced

Key Responsibility Areas:

Technical / Professional Responsibilities

- Produces concepts, graphics and layout for the production of videos, posters, banners, certificates, books, brochures and other visual materials as may be required for the institution.
- Communicates with officers to get a clear understanding of the requirements of each assignment before making design decisions
- Uses innovation to design and redesign briefs within the constraints of cost and time
- Briefs and advises officers with regard to proposal style, format, print production and timescales.
- Evaluates and advises on the quality of work produced by contractors
- Evaluates, adapts and integrates a range of graphic design techniques.
- Maintains quality control for all materials produced
- Produces exhibition materials as required for workshops, conferences and other presentations
- Keeps abreast of emerging technologies in new media, particularly design programmes by attending design workshops; reviewing professional publications; and participating in professional associations.
- Prepares illustrations for print media and television production
- Prepares animated illustrations for print and television

Other Duties

- Any other related duties that may be assigned from time to time.

Management/Administrative Responsibilities

- Prepares costing of materials needed for production of graphics and maintains an inventory
- Maintains a file of images for future reference

Performance Standards:

- Graphics for the production of videos, posters, banners, certificates, booklets and other visual materials are appropriate, culturally relevant and meets the educational needs and objectives of the institution.
- Artwork/ designs created for in-house productions are visually appealing
- Charts and other productions receive positive evaluations
- Professionalism, timeliness and technical competence is demonstrated in the planning, coordinating and production of materials.
- Collaboration with officers in a timely manner to ensure agreement and understanding on the requirements of assignments.
- Production targets and deadlines are established and achieved
- Animation produced for video productions

Internal and External Contacts (specify purpose of significant contacts:

Within the Division

Contact (Title)	Purpose of Communication
Director, Digital and Online Learning	To get directives; provide and gather information; submit reports
Officers – Managers, Directors	To get information/clarity required for assignments

Contacts external to the organisation required for the achievement of the position objectives:

Contact (Title)	Purpose of Communication
Private production houses	To finalise graphics work done in-house

Required Competencies:

Core

- Excellent oral and written communication skills
- Creative flair, originality and a strong visual sense
- Excellent time management and organising skills
- Accuracy and attention to detail
- Ability to work independently but also as part of a team
- Excellent analytical skills to ensure that the client's desired message is conveyed in the design
- Self-motivated and adaptable
- Strong interpersonal skills and the ability to manage several projects simultaneously

Technical

- Ability to gather information and data through research to develop designs
- Ability to interpret client's needs and develop concept to suit their purpose
- Skill in print techniques, creation of banners, large visual displays and line drawing
- Knowledge of the University College's policies and procedures.

- Competence in the use of specialized graphic design software such as Adobe Photoshop, Adobe In-Design, Adobe Illustrator and Adobe Dreamweaver.to prepare designs and core design elements such as type, contrast, alignment, proximity and layout
- Knowledge of graphic designs for brochures, print, posters, digital displays, flyers and other publications.
- Ability to use Adobe suite of creative software
- Ability to use animation software (eg) (Toon Boom)
- Up to date knowledge of industry software

Minimum Required Education and Experience

- A Bachelor’s Degree in Graphic Design or related field.
- At least three (3) years’ experience in a similar position.
- Proven competence in design and image processing software
- Project Management experience would be a clear advantage.
- Diploma in Art or equivalent from a recognized institution
- Training in Computer Graphics and Design – 2 & 3D animation

Authority:

- To select appropriate media for graphic presentations

Specific Conditions associated with the job:

- Normal office environment

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