

## **JOB DESCRIPTION – LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT (LVCCLD)**

**JOB TITLE:** Senior Digital Designer

**EXEMPTION STATUS:** Non-Exempt

**JOB CATEGORY:** Professional

**BARGAINING UNIT:** Non-Supervisor

### **GENERAL SUMMARY:**

Under the general supervision of the Branding & Marketing (BAM) Manager, the Senior Digital Designer performs professional graphic and digital design work on website and social media projects, marketing presentations, and a wide range of collateral and promotional materials. Manages production of print and digital design work to promote the programs and services of the Las Vegas-Clark County Library District. Fosters and maintains a diverse, equitable, inclusive and accessible work environment. May require travel between Library District Branches.

### **ESSENTIAL DUTIES & RESPONSIBILITIES:**

1. Designs concepts and layouts for brochures, web pages, posters, flyers, newsletters, quarterly publications, logos, forms, certificates, visual aids, financial reports, and various related products.
2. Prepares projects for website and other digital use utilizing HTML, Photoshop, InDesign, and Illustrator. Experience in Premiere Pro and After Effects.
3. Prepares projects for printing, including multiple-page projects using PC and MAC platforms as well as applications including but not limited to InDesign, Photoshop, Illustrator, MS Word, MS Excel, and MS PowerPoint.
4. Collaborates with internal and external customers to provide professional marketing guidance on work requests and projects.
5. Consults with Marketing Specialist on daily assignments and with Library District staff to evaluate individual project needs; consults regularly with Branding & Marketing Director on: a) major projects driven by BAM, b) major projects that cross multiple departments; c) all projects assigned by the Executive Director.
6. Creates and prepares project sample print layouts and/or PowerPoint presentations for financial and other District-wide reports, materials, products, or services.
7. Obtains and prepares cost estimates from outside vendors within quality specifications, financial constraints, and time schedule for the projects.
8. Reviews quality and prepares final product before its release to Library District staff or management to ensure consistency of brand identity.
9. Performs expert color-correcting, photo retouching, photo-compositing, and photo manipulation on images.
10. Monitors printer equipment for use readiness.

11. Performs other duties as assigned.

**CORE COMPETENCIES:**

- Customer service
- Graphic Design
- Professional or Technical Writing
- Content or Website Visual Design

**KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED:**

• **EDUCATION:**

**Required:** Bachelor's degree in Communications with concentrations in Journalism, Advertising, Marketing, Digital Marketing, Web Analytics, Graphic Design, or related area.

**Preferred:** NA

• **EXPERIENCE:**

**Required:** Five (5) years experience in developing brochures, web pages, posters, flyers, newsletters, quarterly publications, logos, forms, certificates, visual aids, financial reports, and various related digital products.

**Preferred:** Eight (8) years experience in developing high profile brochures, web pages, posters, flyers, newsletters, quarterly publications, logos, forms, certificates, visual aids, financial reports, and various related products with at least five (5) of those years in a senior or lead role.

• **LICENSE AND CERTIFICATION:**

**Required:** Possess, or can obtain, a valid Nevada Driver's License at the time of hire.

**Preferred:** NA

- **PHYSICAL REQUIREMENTS:** Work is primarily performed in an office setting. Ability to lift up to ten (10) pounds and occasionally lifting and/or carrying such articles as files or books. Although work is performed in an office setting, a limited amount of walking or standing is often necessary to carry out job duties.

**ADDITIONAL KNOWLEDGE, SKILLS, & ABILITIES:**

- Knowledge of best practices in digital management.
- Knowledge of software applications including but not limited to HTML, InDesign, Illustrator, Photoshop etc.
- Ability to work with minimal supervision.

- Ability to problem-solve and troubleshoot.
- \*For candidates hired after January 1, 2024, Ability to write, edit, and proofread effectively for social media, website, and other platforms.
- Ability to triage assignments and meet established deadlines.
- Ability to communicate effectively with internal and external customers.
- Ability to foster positive customer relationships.
- Ability to accurately prepare and maintain files, records, and reports.
- Ability to handle stressful situations with professional composure.
- Ability to process and handle confidential information with discretion.
- Ability to communicate effectively in both oral and written form.
- Ability to maintain effective interpersonal relationships.

**DEVELOPED:** December 28, 2023