

Digital / Visual Media and Graphic Artist II

Position Details

Class Code: 1125

Job Family: Visual/Printed Communications

Classification: Support Professional

Terms of Employment: [Pay Grade 55 on the Support Professional Salary Schedule](#)

FLSA STATUS: NON-EXEMPT

Position Summary

Under general direction, coordinates production of video and digital media for Clark County School District websites, social media, e-mails, ads, and all related purposes using conventional and digital graphic design techniques.

Essential Duties and Responsibilities

The list of Essential Duties and Responsibilities is not exhaustive and may be supplemented.

1. Creates and designs digital media for use on websites, social media, e-mails, presentations, ads, etc.
2. Creates and designs promotional videos.
3. Plans/schedules work for public relations and marketing use; establishes deadlines in cooperation with the Communications Unit.
4. Plans video shoots and records/edits packages to promote the District on all internal/external communication platforms.
5. Researches and develops advertising/promotional campaigns with designated target audience(s) in mind.
6. Conforms to safety standards, as prescribed.
7. Performs other tasks related to the position, as assigned.

Distinguishing Characteristics

Prepares video/digital promotional materials for use on online platforms.

Knowledge, Skills, and Abilities (Position Expectations)

1. Experience with video production methods and software.
 2. Knowledge of computer graphics production methods and software.
 3. Knowledge of commercial art.
 4. Knowledge of typography.
 5. Knowledge of visual presentation techniques and materials.
 6. Ability to work independently, with limited supervision.
 7. Ability to work under pressure and meet deadlines.
 8. Ability to interpret and follow written/verbal instructions.
 9. Ability to supervise and evaluate the work of others.
 10. Ability to relate well with administrators, employees, and the public.
 11. Possess physical and mental stamina commensurate with the responsibilities of the position.
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Position Requirements

Education, Training, and Experience

1. High school graduation or other equivalent (i.e., General Education Development (GED), foreign equivalency, etc.)
2. Bachelor's degree from an accredited college/university; or,
Two (2) years' digital/video art or graphic design training, and two (2) years' commercial art experience; or,
Four (4) years' professional commercial art or graphic design experience.

Licenses and Certifications

A valid driver's license or state-issued identification card.

Preferred Qualifications

Experience in video capture/editing and related software.

Document(s) Required at Time of Application

1. High school transcript or other equivalent (i.e., GED, foreign equivalency, etc.)
 2. Copy of a valid driver's license or state-issued identification card.
 3. Transcript(s) from an accredited college/university, if applicable.
 4. Documentation of commercial art or graphic design training (i.e., certificates, transcripts, etc.)
 5. Specific documented evidence of training and experience to satisfy qualifications.
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Examples of Assigned Work Areas

District facilities and department offices.

Work Environment

Strength

Medium – exert force of 20-50 lbs., occasionally; 10-20 lbs., frequently; up to 10 lbs., constantly.

Physical Demand

Frequent sitting, standing, walking, pushing, pulling, stooping, kneeling, crouching, reaching, handling, and repetitive fine motor activities. Hearing and speech to communicate in person, via video conference and computers, or over the telephone. Mobility to work in a typical office setting and use standard office equipment. Stamina to remain seated and maintain concentration for an extended period of time. Vision: Frequent near acuity, occasional far acuity, and color vision. Vision to read printed and online materials, a Video Display Terminal (VDT) screen, or other monitoring devices.

Environmental Conditions

Climate-controlled office settings with temperatures ranging from mild to moderate cold/heat. Exposure to noise levels ranging from moderate to loud for occasional to frequent time periods.

Hazards

Furniture, office equipment, communicable diseases, chemicals and fumes (as related to specific assignment), and power/hand-operated equipment and machinery (as related to specific assignment.)

Examples of Equipment/Supplies Used to Perform Tasks

Computers, printers, scanners, digital cameras, video recorders, web/media production software, etc.

AA/EOE Statement

The Clark County School District is proud to be an equal opportunity employer. The Clark County School District is committed to providing all applicants and employees equal employment opportunities without regard to race, color, religion, sex, gender identity or expression, sexual orientation, national origin, genetics, disability, age, military status, or other characteristics protected by applicable law. Here at Clark County School District, we are a diverse group of people who honor the differences that drive innovative solutions to meet the needs of our students and employees. We believe that through a culture of inclusivity, we have the power to reflect the community we serve.

Job Revision Information

- Revised: 08/14/23
- Created: 12/16/22