



Graphic Artist

Position Description and Performance Expectations

Effective Date: July 1, 2008
Department: Marketing and Communications
Classification: Part-time, 20-30 hours
Responsible to: Marketing and Communications Director

General Description:

The KVPT graphic artist is a member of the marketing and communications team and supports the marketing and collateral-development needs of various station departments through the design of printed and electronic media materials. Reporting to the director of marketing and communications, the graphic artist is expected to provide fresh ideas and perspective to communicate KVPT's brand effectively on a multimedia platform including print, online and on air. The graphic artist will also serve as primary support to the station's webmaster through the use of basic web applications and practices.

Essential Functions:

Graphic Design, Web Design & Support

- Use graphic design skills and experience to design various publications from concept to finished product.
- Use basic web design and technical knowledge to support webmaster in the maintenance and growth of kvpt.org.
- Exhibit the ability to multi-task and manage deadlines effectively.
- Exhibit the aptitude to learn more advanced web design skills.

Internal and External Relationships

- Work effectively within the team framework, exhibiting a willingness to take direction while possessing the ability to express own ideas.
- Work effectively with all stations departments to ensure a consistent look on all media platforms.
- Work with outside vendors to obtain quotes on print projects.

Competencies:

- **Customer Service:** anticipate, meet and/or exceed customer needs and expectations.
- **Self-management:** demonstrate self-control and an ability to manage time and priorities.
- **Interpersonal Skills:** effectively communicate, build rapport and relate well to all kinds of people.
- **Goal Orientation:** energetically focus efforts on meeting deadlines and objectives.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Computer Skills:** to perform this job successfully, an individual must have extensive knowledge in Adobe Photoshop and Adobe Illustrator and basic knowledge in Dreamweaver. The ability to create and modify animations in Adobe Flash is preferred. Experience in writing HTML, XHTML and CSS code is helpful.
- **Reasoning Ability:** ability to solve practical problems and deal with short deadlines. Ability to interpret a variety of instructions furnished in written and oral form.
- **Education and/or Experience:** Training and/or experience in graphic design is required with preference given to candidates with web design experience.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to stand; walk; sit and talk or hear. The employee is required to use hands to finger, handle, or feel; reach with hands and arms. Specific vision abilities required by this job include close vision.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is occasionally exposed to outside weather conditions. The noise level in the work environment is usually moderate.

Application Materials: At KVPT, 1544 Van Ness Avenue, Fresno, CA 93721 or www.kvpt.org. Submit application to Jim Page, Director of Marketing and Communications.

Deadline Date: Upon completion of hire.