



THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA  
JOB DESCRIPTION

**POSITION TITLE:** Design Specialist, Print Graphics  
**JOB CODE:** NEW  
**CLASSIFICATION:** Exempt  
**PAY GRADE:** 23  
**BARGAINING UNIT:** BTU-TSP  
**REPORTS TO:** Principal/Director, Broward Technical College(s) or Designee  
**CONTRACT YEAR:** Twelve Months

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**POSITION GOAL:**

To develop the graphics, publication, and print work for Broward Technical Colleges, ensuring that publications and graphics are produced in the most cost effective manner, displaying maximum creativity and ingenuity. This includes consultation with all relevant parties on the development, preparation, writing, layout, format, and design of publications and graphic productions.

**ESSENTIAL PERFORMANCE RESPONSIBILITIES:**

The **Design Specialist, Print Graphics** shall carry out the essential performance responsibilities listed below.

- Coordinate administrative aspects of print graphic production, including preparing designs for presentation, copy and scaling images for print production.
- Create and design graphics in the production of bulletins, brochures, newsletters, posters, school reports, signs, and displays for Broward Technical College events.
- Review text and layout for printed materials and make appropriate suggestions for improvement to the author of the work.
- Oversee and schedule photography for all assigned publications.
- Establish specifications for all graphic art projects produced within Broward Technical Colleges and/or by outside vendors.
- Coordinate with the District's printing department and outside printers in an effort to establish mutually agreeable production schedules for printing of graphic products.
- Assist with special school and community relations projects as directed.
- Maintain inventory of materials, supplies, tools and equipment required to assure efficient and effective operation for Print Graphics.
- Perform and promote all activities in compliance with the equal employment and non-discrimination policies of The School Board of Broward County, Florida.
- Participate in training programs offered to enhance the individual skills and proficiency related to job responsibilities.
- Review current developments, literature and technical sources of information related to job responsibilities.
- Ensure adherence to safety rules and procedures.
- Follow federal and state laws, as well as School Board policies.
- Perform other duties as assigned by the immediate supervisor or designee.

**MINIMUM QUALIFICATIONS & EXPERIENCE:**

- An earned associate's degree from an accredited institution.
- A minimum of five (5) years of experience in the field related to the title of the position.
- Prior work experience in production printing, professional graphic or web design.
- Comprehensive knowledge of the production printing process and developing content for print material.
- Demonstrated attentiveness to detail.
- Effective verbal and written communication skills.
- Computer skills as required for the position, including proficiency in creative/graphics software applications.

**PREFERRED QUALIFICATIONS & EXPERIENCE:**

- An earned bachelor's degree from an accredited institution.
- Completion of coursework in graphic arts, advertising, design and/or related field.
- Knowledge of design layouts, mechanicals, and typography.
- Knowledge of advertising/printing industry.
- Knowledge of QuarkXPress, Photoshop and Illustrator.
- Bilingual skills.

**SIGNIFICANT CONTACTS – frequency, contact, purpose, and desired end result:**

Assist with special school/community relations projects and frequently communicates with District/Technical College printing department, outside printers and vendors in the reviewing of printed material, audio/visual programs and the establishment of production schedules for printing of graphic products.

**PHYSICAL REQUIREMENTS:**

Light work: Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force as frequently as needed to move objects.

**TERMS OF EMPLOYMENT:**

Salary and benefits shall be paid consistent with the District's approved compensation plan. Length of the work year and hours of employment shall be those established by the School Board.

**EVALUATION:**

Performance will be evaluated in accordance with Board Policy.

Board Approved:

Board Adopted: