Job Description and
Essential Function Analysis

SECTION 1: JOB DESCRIPTION

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Creative Director</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department:</td>
<td>Communications</td>
</tr>
<tr>
<td>Reports to (Title):</td>
<td>Director of Communications</td>
</tr>
<tr>
<td>Date completed:</td>
<td>April 2012</td>
</tr>
<tr>
<td>Name of person completing this form:</td>
<td>Jim Powers</td>
</tr>
<tr>
<td>Title of person completing this form:</td>
<td>Director of Communications</td>
</tr>
</tbody>
</table>

JOB SUMMARY

In three to five sentences, please briefly describe the job's primary purpose to the department.

This position is responsible for maintaining Grinnell College graphic standards in internal, external, and electronic publishing. Senior in-house graphic designer; art directs and manages in-house and freelance designers for periodicals and newsletters; publications for development, alumni relations, admission, career development, athletics, and student affairs; programs, invitations, announcements, and promotional materials; print advertising; web content; campus events such as commencement and Reunion.

Provides creative lead for the publication efforts of the College. Works with editorial, internal communications, media relations, and interactive content. Art directs photography by in-house as well as freelance photographers.

Maintain an ongoing production schedule to assist campus clients plan and to meet their production deadlines.

Seek out print vendors, and develop and maintain relationships with vendors. Request and analyze print bids to optimize College purchases. Work with various campus clients to develop communication strategies and schedules.

Supervise production coordinator/graphic designer and photographer/videographer positions.

ESSENTIAL JOB RESPONSIBILITIES

List the job's most important responsibilities. There are probably no more than six of these. Also indicate the approximate percent of time spent on each job function. (Note: Do not record how the job responsibilities are carried out.)

<table>
<thead>
<tr>
<th>#</th>
<th>Responsibility</th>
<th>% of Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1)</td>
<td>Graphic Design</td>
<td>60</td>
</tr>
<tr>
<td>(2)</td>
<td>Maintain brand</td>
<td>10</td>
</tr>
</tbody>
</table>
Responsibility | % of Time
--- | ---
(3) Art direct | 10
(4) Buy print | 10
(5) Supervise production coordinator /graphic designer and photographer/videographer | 10
(6) |

**GENERAL RESPONSIBILITIES**

# | Responsibility
--- | ---
(1) | Maintain regular attendance in accordance with department policy.
(2) | Comply with all safety policies, practices and procedures. Report all unsafe activities to supervisor and/or Human Resources.
(3) | Understand and comply with the policies of the College Staff Handbook.
(4) | Demonstrate commitment to customer service. Establish effective relationships with internal and external customers and respond to their needs.
(5) | Perform duties as a team member in a manner supportive of department and College procedures, policies and goals.
(6) | Protect confidentiality of College information.
(7) | Provide leadership to others through example and sharing of knowledge/skill.
(8) | Communicate with others in a courteous and helpful manner.
(9) | Perform other duties as assigned.

**SUPERVISORY RESPONSIBILITIES**

*Does this job have supervisory responsibilities? ☑ Yes ☐ No*

If no, proceed to the next section (supervision received).

If yes, then check all that are supervised by this position.

☐ 1: Student Staff
   - Approximately how many students?
   - Approximately how many total hours of student staff?

☑ 2: Support Staff
   - How many support staff? 2

☐ 3: Administrative Staff
   - How many administrative staff?

Check one of the following:

**Leadership:**

- Supervise/manage/direct the selection, training, development, appraisal and work assignments of personnel.

**SUPERVISION RECEIVED**

*Level of supervision that this position receives from their supervisor.*
Direction: receive guidance with respect to general objectives; in the majority of tasks and projects assigned, determine methods, work sequence, scheduling, and how to achieve objectives of assignments; operate within specific policy guidelines.

EDUCATION
Level of education needed to successfully accomplish the essential duties of this job.
Bachelor’s degree (B. A.) from four-year college or university

If a specific degree is necessary, please list it below. (i.e. B.A. in Accounting)
Graphic design

EXPERIENCE
Level of experience needed to successfully start the position and accomplish the essential duties of this job.
Five years or more

COMPUTER OPERATIONS
Utilize complex computer operations (intermediate programming, relational databases, and operating systems) and advanced features of software packages (word-processing, spreadsheet, graphics, etc.)

CERTIFICATES, LICENSES, REGISTRATIONS
List the licenses, certificates, or registrations that are required to perform the essential duties of this job.

TRAVEL
Minimal overnight travel (up to 10%) by land and/or air.

ADDITIONAL INFORMATION OR QUALIFICATIONS
Include any other information that will aid in the preparation of an accurate description of this job.

SECTION 2: ESSENTIAL FUNCTION ANALYSIS
Accurate identification of essential and marginal functions and the time required is important for making a variety of personnel decisions, including recruitment, hiring, performance evaluation, discipline, training and accommodation. The analysis explains the components of the job by identifying who, what, why, how much, and when.

MENTAL/COGNITIVE REQUIREMENTS
How much on-the-job time is spent in the following mental/cognitive activities? Show the amount of time by checking the appropriate boxes below.

<table>
<thead>
<tr>
<th>Amount of Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
</tr>
<tr>
<td>Analyzing information or data</td>
</tr>
</tbody>
</table>
Effective communication skills (written and verbal) ☐ ☐ ☐ ☑
Composing & comprehending communication materials (written and verbal) ☐ ☐ ☑ ☐
Establishing effective interpersonal relationships ☐ ☐ ☐ ☑
Adjusting to changes (work load, environment, department structure, etc.) ☐ ☑ ☐ ☐
Using logic to define problems, collect information, establish facts, draw valid conclusions, etc. ☐ ☑ ☐ ☐
Making decisions of moderate to substantial consequence ☐ ☑ ☐ ☐
Performing mathematical calculations ☐ ☑ ☐ ☐
Editing reports or technical materials ☑ ☐ ☐ ☐
Planning and organizing (work load, schedules, events, etc.) ☐ ☑ ☐ ☐
Handle stressful, emotional and/or frustrating situations ☐ ☑ ☐ ☐
Working with numerous distractions ☐ ☑ ☐ ☐
Working under a time pressure and within timelines/deadlines ☐ ☑ ☐ ☑
Coordinating work with others ☐ ☑ ☐ ☐
Handling multiple assignments and priorities ☐ ☑ ☐ ☐
Completing work in an accurate manner ☐ ☑ ☐ ☐
Concentrating - maintaining attention to details and tasks ☐ ☑ ☐ ☐
Memory functions (remembering names, details and procedures) ☐ ☑ ☐ ☐
Other: ☐ ☐ ☐ ☐

PHYSICAL REQUIREMENTS
How much on-the-job time is spent in the following physical activities? Show the amount of time by checking the appropriate boxes below.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Amount of Time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>None</td>
</tr>
<tr>
<td>Stand</td>
<td>☐</td>
</tr>
<tr>
<td>Walk</td>
<td>☐</td>
</tr>
<tr>
<td>Sit</td>
<td>☐</td>
</tr>
<tr>
<td>Ability to walk up or down stairs</td>
<td>☐</td>
</tr>
<tr>
<td>Use hands to finger, handle, or feel</td>
<td>☐</td>
</tr>
<tr>
<td>Reach with hands and arms</td>
<td>☐</td>
</tr>
<tr>
<td>Climb or balance</td>
<td>☑</td>
</tr>
<tr>
<td>Stoop, kneel, crouch, or crawl</td>
<td>☐</td>
</tr>
<tr>
<td>Talk or hear</td>
<td>☐</td>
</tr>
</tbody>
</table>
Taste or smell

Other:

Does this job require that weight be lifted or force be exerted? If so, how much and how often?

Check the appropriate boxes below.

<table>
<thead>
<tr>
<th>Amount of Time</th>
<th>None</th>
<th>Under 1/3</th>
<th>1/3 to 2/3</th>
<th>Over 2/3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 10 pounds</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up to 25 pounds</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up to 50 pounds</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up to 100 pounds (with an assisted device)</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More than 100 pounds (with an assisted device)</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please check one of the following:

Light physical activity performing non-strenuous daily activities.

Does this job have any vision requirements? Check all that apply.

- ✔ No vision Requirements
- ✔ Close vision (clear vision at 20 inches or less)
- ✔ Distance vision (clear vision at 20 feet or more)
- ✔ Color vision (ability to identify and distinguish colors)
- ✔ Peripheral vision (ability to observe an area that can be seen up and down or to the left and right while eyes are fixed on a given point)
- ✔ Depth perception (three-dimensional vision, ability to judge distances and spatial relationships)
- ✔ Ability to adjust focus (ability to adjust the eye to bring an object into sharp focus)

WORK ENVIRONMENT

How much exposure to the following environmental conditions does this job require? Show the amount of time by checking the appropriate boxes below.

<table>
<thead>
<tr>
<th>Amount of Time</th>
<th>None</th>
<th>Under 1/3</th>
<th>1/3 to 2/3</th>
<th>Over 2/3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wet or humid conditions (non-weather)</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extreme cold (non-weather)</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extreme heat (non-weather)</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outdoor weather conditions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Work near moving mechanical parts</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Work in high, precarious places</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Air Contamination (i.e., dust, fume, smoke, toxic conditions, disagreeable odors)</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Toxic or caustic chemicals</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Work with explosives</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Risk of electrical shock</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vibration (i.e. operating jackhammer, impact wrench)</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Risk of radiation ☒ ☐ ☐ ☐ ☐
Confined Spaces ☒ ☐ ☐ ☐ ☐
Other: ☐ ☐ ☐ ☐ ☐

Please check one or more of the following locations where this job would work:

- Well-lighted, heated and/or air-conditioned indoor setting with adequate ventilation.

How much noise is typical for the work environment of this job?

- Moderate noise (examples: business office with computers and printers, light traffic)

ADDITIONAL INFORMATION

Include any other physical, mental or environmental information that will aid in the preparation of an accurate description of this job.