



## Job Description and Essential Function Analysis

### SECTION 1: JOB DESCRIPTION

Job Title:	Creative Director
Department:	Communications
Reports to (Title):	Director of Communications
Date completed:	April 2012
Name of person completing this form:	Jim Powers
Title of person completing this form:	Director of Communications

#### 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.)*

#	Responsibility	% of Time
(1)	Graphic Design	60
(2)	Maintain brand	10

#	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.*

	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Analyzing information or data	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Effective communication skills (written and verbal)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Composing & comprehending communication materials (written and verbal)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Establishing effective interpersonal relationships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Adjusting to changes (work load, environment, department structure, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Using logic to define problems, collect information, establish facts, draw valid conclusions, etc.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Making decisions of moderate to substantial consequence	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Performing mathematical calculations	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Editing reports or technical materials	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planning and organizing (work load, schedules, events, etc.)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Handle stressful, emotional and/or frustrating situations	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working with numerous distractions	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Working under a time pressure and within timelines/deadlines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Coordinating work with others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Handling multiple assignments and priorities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Completing work in an accurate manner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Concentrating - maintaining attention to details and tasks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Memory functions (remembering names, details and procedures)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 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.

	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Stand	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walk	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Ability to walk up or down stairs	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use hands to finger, handle, or feel	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reach with hands and arms	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Climb or balance	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stoop, kneel, crouch, or crawl	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Talk or hear	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Taste or smell	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

Check the appropriate boxes below.

	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Up to 10 pounds	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up to 25 pounds	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up to 50 pounds	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up to 100 pounds (with an assisted device)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More than 100 pounds (with an assisted device)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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.

	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Wet or humid conditions (non-weather)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extreme cold (non-weather)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extreme heat (non-weather)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor weather conditions	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work near moving mechanical parts	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work in high, precarious places	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Air Contamination (i.e., dust, fume, smoke, toxic conditions, disagreeable odors)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toxic or caustic chemicals	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work with explosives	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Risk of electrical shock	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vibration (i.e. operating jackhammer, impact wrench)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Risk of radiation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Confined Spaces	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*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.*