## Position Description

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<th>03021535</th>
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<td>Position Number:</td>
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<tr>
<td>Dept:</td>
<td>ENT APPS &amp; INFRASTRUCTURE SVCS - 061419</td>
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<tr>
<td>Position:</td>
<td>VISUAL COMMUNICATION ANALYST</td>
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<tr>
<td>Approved Payroll Title Code:</td>
<td>7455</td>
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<td>Approved Payroll Title:</td>
<td>DIGITAL COMM SPEC 3</td>
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<tr>
<td>Approved MSP Salary Grade:</td>
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<td>Approved PSS Salary Grade:</td>
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### POSITION DETAILS

**Job Summary:**
Under general supervision of the Client Services Manager, provide graphic design and visual communication support for IET’s marketing and outreach activities in all communication channels, including signage, print, web, social media, and events.

This position works closely with the communication team to ensure the visual aspect of messages and campaigns is impactful and meets campus communication standards.

**Campus Job Scope:**
The mission of Information and Educational Technology (IET) is to create and support an information technology environment that enhances the ability of the UC Davis community to teach, do research and provide public service. In support of the University’s mission, IET will deliver an infrastructure of technological services appropriate to the requirements of the campus community. IET has a budget in excess of $40 million and over 260 FTE staff in multiple bargaining units and personnel programs.

To see IET job postings and complete job descriptions, please click on [http://iet.ucdavis.edu/ietjobs/jobs.html](http://iet.ucdavis.edu/ietjobs/jobs.html)

**THIS RECRUITMENT IS NOT AN H1B1 VISA OPPORTUNITY.**

**Positions Supervised:**
N/A

### Essential Responsibilities:

60% GRAPHIC DESIGN
Create impactful and original graphic designs to support IET and Client Service's marketing and outreach efforts both internally to IET, and externally, to campus.
- Plans concept by studying information and materials.
- Illustrates concept by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.
- Obtains approval of concept by submitting rough layout for approval.
- Prepares finished copy and art for review by approvers.
- Completes projects by coordinating with outside agencies, printers, etc.
- Maintains technical knowledge by reviewing professional publications, blogs, and special interest groups, etc.

20% EDIT EXISTING GRAPHIC FILES AND CONTENT
Edit existing graphic files for inclusion in all formats of messaging/communications.
### 20% OTHER COMMUNICATIONS SUPPORT
- Build and maintain a library of people-using-tech photos and illustration for general use in communications (the UC Davis photo library doesn't include these photos)
- Build and maintain a library of general use tech graphics specific to UC Davis
- Adobe Captivate projects
- Photography projects
- Video projects

### Physical Demands:
- Work at a computer for an extended period of time.
- Work occasional extended or alternate schedule during peak workloads.
- Work in a busy office environment with frequent interruptions.
- Travel between campus and off-campus locations.
- Due to the mission-critical services provided by this department, this position may work hours other than M-F 8-5, especially in response to system problems.
- Vacation is restricted during peak work periods.

### Work Environment:
- Adhere to workplace safety practices, read information communicated about workplace safety, complete required safety training on time, and report any workplace safety issues promptly to their supervisor or the designated safety coordinator.

### Background Check:
- Yes

### QUALIFICATIONS

#### Minimum Qualifications:
- Advanced experience with graphic design software platforms.
- Experience producing effective visual materials that meet and satisfy the needs of the client.
- Experience interacting with a various hierarchical levels of clients, support staff, and vendors.
- Experience handling small to large multiple projects simultaneously.
- Experience working collaboratively on projects.

#### Preferred Qualifications for Selection:
- Experience with communicating technical concepts to non-technical audiences.
- Experience with Adobe InDesign, Acrobat, Photoshop and Illustrator.
- Knowledge of campus branding and web/print publication standards.
- Skill to take and edit high-quality digital photographs, both still and video.
- Skills to be entrepreneurial and innovative, including initiating ideas and instituting best practices in communications.
Bachelor's degree in related field.

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<th>Expectations</th>
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| - Read and model the UC Davis Principles of Community  
- Communication skills to effectively present information (oral, written, presentation, documentation).  
- Use tact and diplomacy in interactions with others.  
- Communication skills to effectively describe technical requirements to technical and non-technical audiences.  
- Support departmental goal of providing positive, innovative and effective customer service through performance of job functions.  
- Work cooperatively with others to achieve and maintain a strong client service environment.  
- Maintain flexibility in a continuously changing and fast paced work environment.  
- Excellent organizational and analytical skills.  
- Work independently, establish priorities and exercise good judgment.  
- Willingness to learn and apply new technology and willingness to develop skills to promote professional growth.  
- Accountability for the safekeeping of resources in the employee's care and custody and for following and implementing the cyber-safety guidelines.  
- Work cooperatively and collaboratively with others in support of the mission of UCD.  
- Demonstrate creativity and innovative thinking to provide visual and graphical solutions to complex problems and technical concepts.  
- Independently follow projects through to successful completion with a high degree of quality. |