

POSITION DESCRIPTION  
**ROCKY RIVER PUBLIC LIBRARY**  
An Equal Opportunity Employer

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- I. POSITION TITLE:** Graphic and Publications Specialist
- II. DEPARTMENT:** Administration
- III. IMMEDIATE MANAGER:** Visual Communications Manager
- IV. FLSA STATUS:** Non-Exempt
- V. POSITION SUMMARY:** Provides varied desktop publishing, graphic art, and marketing support to fulfill the Library's promotional and publicity needs.
- A. Responsibilities to Manager**  
In compliance with the core values and mission of the Library, recommends improvements in areas of responsibilities; keeps manager informed of projects, duties, and progress; communicates fully and effectively with manager and fellow employees.
- B. Interrelationship with Other Departments**  
Promotes good communication and full cooperation with all departments to achieve the goals of the Library. Participates in Library teams.
- VI. QUALIFICATIONS:**
- A. Education and Experience:** Associate degree or equivalent knowledge and experience and/or training in graphics and publications/print production. 1 – 3 years' experience in graphic design, including the preparation of materials for production.
- B. Knowledge, Skills, and Abilities:**
- Proficiency in InDesign, Photoshop, Illustrator, MS Office, intranet and internet usage.
  - Adaptive design eye and skill.
  - Ability to use library technology systems.
  - Knowledge of digital photography.
  - Effective oral and written communication skills with strong customer service abilities.
  - Ability to manage projects with exemplary attention to detail.
  - Ability to work with outside vendors
  - Ability to work collaboratively with others.
  - Ability to absorb and apply constructive criticism from peers.
  - Ability to tactfully and effectively deal with public, staff, and patrons of all ages.
  - Ability to resolve basic problems.

- C. **Personal Characteristics:** Consistently maintains and displays a positive attitude.

**VII. ESSENTIAL DUTIES AND RESPONSIBILITIES:** *This list is illustrative and not to be considered exhaustive for this position.*

- A. Upholds the Library's mission and always imparts a positive impression of the Library to the public.
- B. Demonstrates a positive attitude and supports Library goals and objectives; models and reinforces excellent customer service skills.
- C. Responds to questions and situations in accordance with Library policy and in a manner to enhance the reputation of the Library as a public service organization.
- D. Participates in library teams, meetings, in-service training, workshops, and conferences.
- E. Maintains knowledge of profession by attending training and workshops, reviews professional publications, and establishing personal networks.
- F. Takes quality photographs of Library programs and events as needed and downloads and edits; maintains a digital arts and photos file.
- G. Provides outstanding proofreading skills and through knowledge of the rules of grammar, punctuation, spelling and their use in effective copy composition.
- H. Arranges for printing services as needed, developing quotes and maintaining relationships with vendors
- I. Assists with the coordination and implementation of marketing, public relations, and development strategies to promote the Library.
- J. Assists in the research and purchase of software and equipment.
- K. Place order requisition with vendors, provide accurate information for purchasing, perform quality control inspection upon receipt and provide notification of material received.
- L. Maintains paper and digital records/files for respective area.
- M. Works with manager to set annual performance goals and objectives that support the Library's core values.
- N. Assists with the composition, preparation, and layout of the newsletter, flyers, signs, brochures, posters, displays, bookmarks, banners, promotional items, and other materials under the direction of the Visual Communications Manager.
- O. Assumes additional responsibilities and performs special projects as needed or directed.

**VIII. PHYSICAL REQUIREMENTS:** Ability to regularly lift up to 25 pounds; Ability to operate standard business office equipment; travel is required frequently for community events and off-site training sessions and/or meetings.

*This position description is not intended to be a complete list of all responsibilities, duties or skills required for the position and is subject to review and change at any time, with or without notice, in accordance with the needs of Rocky River Public Library. Since no position description can detail all the duties and the responsibilities that may be required from time to time in the performance of the job, duties that may be inherent in a position, reasonably required for performance, or required due to the changing nature of the position shall also be considered part of the position holder's responsibility.*

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Employee Signature

Date