Job Title:	Digital Publications Specialist	**FLSA Status:**	Non-Exempt
Reports To:	IT & Network Manager	**Grade:** 20	
Department:	Technology	**Last Revision:** 5/11/2017	
Approved By:			

GENERAL SUMMARY:

Under general supervision, develop the layout and production of promotional, informational and public relations materials used to promote or enhance East Cleveland Public Library (ECPL) programs and events; utilize traditional and/or computer-assisted applications for layout, design and image editing; update the ECPL website with graphics and content; assist with social media and online presence, printing and design functions; perform paraprofessional duties in support of procurement.

ESSENTIAL JOB RESPONSIBILITIES:

- Create and maintain comprehensive project documentation.
- Create, design and oversee the production of complex visual communications, including design and production of printed materials, visual materials for websites, electronic files, interior/exterior signage, and exhibition/presentation materials for the library system.
- Act as an individual contributor, delivering graphic design, video content and web development.
- Create training, guides and tools for staff on effective messaging and outreach efforts based on best practices, marketing strategies, research and knowledge of the community and target audiences.
- Supervise graphic operations, create and maintain standard for Library graphics, oversee the operation and maintenance of the graphics computer system; recommend equipment purchases; evaluate and purchase graphics software.
- Use desktop publishing technology and other creative means to design/create concepts and layouts for management requests; generate original pieces for specific purposes.
- Create layouts for brochures, flyers, posters, etc. for printing and electronic use; determine paper and ink to be used, size and fold of final products, use of color, etc.

- Maintain overall design plan to create standardized appearance for categories or groups of printed/electronic pieces.
- Design individual pieces for purposes other than printing, including designs for website, intranet, display signage, copying, templates, etc.
- Make presentations to staff, Library support groups, and the general public.
- Maintain department records, job files, production log, and photo/art files.
- Consult with and advise management and staff regarding informational, promotional and marketing activities and design/print needs.
- Maintain records and files on assignments.
- Assume responsibility for graphic-arts production tasks such as hand-cutting foam core, creating large posters, designing event fliers, obtaining licensed images, searching online for images, and delivering collateral within the Library system.
- Prepare copy/print requests and track progress on outsourced projects.
- Obtain printing quotes from vendors; confer with vendor staff to meet production schedule.
- Perform other related duties as assigned.

QUALIFICATIONS:

- Bachelor's Degree in graphic arts, public relations, journalism, marketing, communications, or informational technology from an accredited college or university is required.
- Basic computer graphic design principals and techniques
- Common computer desktop and illustration software applications and equipment
- Elements of design such as line, shape, texture, space, size, value and color
- Promotional writing techniques
- Procedures for creating traditional and/or electronic files for output for single and multicolor publication
- Page layout, color theory and typography
- Basic photography
- Digital camera techniques
- Common printing terms
- Principles of design such as: balance/symmetry, rhythm/repetition, emphasis, unity, movement, and proportion/scale

SKILLS:
- Use desktop publishing and design software applications to create illustrative and graphic material
- Edit and proof written copy
- Update web pages using website content management system software
- Operate computer-graphics programs

- Scan photographs and artwork for inclusion in brochures and other materials
- Take high-quality photographs
- Communicate clearly, orally and in writing
- Coordinate multiple projects simultaneously
- Meet project timelines

OTHER REQUIREMENTS:

A minimum of one (1) year of experience in developing promotional materials using desktop publishing page layout, drawing, photo editing, type formatting, and electronic file preparation using both traditional and computer-assisted software (InDesign, Photoshop, Illustrator, Macintosh operating systems, Microsoft Word and Microsoft PowerPoint) required.