



Simcoe Muskoka District Health Unit
POSITION DESCRIPTION

POSITION TITLE: GRAPHIC DESIGNER	POSITION NUMBER:
SERVICE AREA: Corporate Service	PROGRAM AREA: Health Communication
REPORTS TO: Director, Corporate Service	REVIEW DATE: May 10, 2006
<p>PURPOSE OF POSITION: To provide leadership and advice in the planning, development and production of visual communications, ensuring clarity, accuracy and consistency of information/communication, and recommend visual communications standards. This includes negotiating with suppliers for production of quality materials and maintaining a credible, recognizable image of the health unit within the community.</p>	
<p>POSITION SKILLS & COMPETENCIES REQUIRED: Education: College Diploma in Graphic Design (Three-Year Program). Related experience: 3-5 year's relevant experience including computer-aided design, web site design, desktop publishing and substantial knowledge of printing processes.</p> <p>Specific knowledge, skills, abilities:</p> <ul style="list-style-type: none"> • Advanced ability including proven conceptual/creative/experimental ability to transform ideas into effective visual materials • Advanced knowledge of commercial printers and associated costs • Advanced problem-solving/analytical skills in terms of design i.e. must identify best method to meet needs and realize when design is not working and correct it • Advanced computer software skills in graphic design with packages such as Adobe Photoshop, In Design and Illustrator • Advanced knowledge and technical skill in desktop publishing/drawings • Advanced knowledge and experience with web site design • Advanced skills in Microsoft Word and PowerPoint • Advanced time management skills, and proven ability to work to deadlines • Intermediate skills in illustration/photography/camera ready art/design composites • Intermediate oral and interpersonal communication skills, with ability to train staff, sell ideas, negotiate costs, timelines, speak the language of commercial printers • Intermediate written communications skills with the ability to create technical documentation to support design standards and communicate effectively via email • Intermediate skills in Microsoft Office Word and Outlook • Basic leadership, team building and facilitation skills and experience problem solving and priority setting with a small group of peers • Valid driver's license and reliable vehicle or the ability to travel in a timely and efficient manner to locations within and outside the health unit district • Able to work independently within established parameters and to function effectively as a member of a team 	
<p>KEY AREAS OF RESPONSIBILITY (ACCOUNTABILITY):</p> <p>Provide consultation to management and staff prior to and during graphic design projects, including suggested effective presentation of information and methods for conveying intended messages to selected target audiences Ave. % of time: 50%</p> <ul style="list-style-type: none"> • Participates with project team to establish goals, concept, production schedule and budget for design products • Conceptualizes, develops and coordinates production of a wide range of communication products (including brochures, displays, reports, web design) that promote and support the activities of the Agency. 	

KEY AREAS OF RESPONSIBILITY (ACCOUNTABILITY):

- Explores alternatives to traditional design concepts and products to ensure a cost effective product and one which meets project specifications (problem solving and exploring new ways of doing things)
- Creates rough layout of materials for approval including preliminary specifications for typography, photography or illustration, print technique etc. including options for consideration
- Creates final product based on feedback from project team

Coordinate and negotiate the production of communications materials, including obtaining quotes, preparing camera ready art work and negotiating production dates with external service bureaus. **Ave. % of time: 30%**

- Prepares production specifications
- Reviews quotes and recommends service provider based on price, quality and capacity to accomplish the task within the parameters established
- Responsible for negotiating production costs, timelines and quality with service bureaus. Recommends supplier based on review of quotes
- Acts as services liaison and quality control check to achieve final colour proofs, blueprints, presswork etc.
- Responsible for accepting and signing for receipt of materials produced externally

Establish, monitor and reinforce visual communications standards for the agency **Ave. % of time: 10%**

- Establishes guidelines for the consistent use of corporate logo
- Establishes templates and guidelines for production of materials to achieve a consistency and credibility in the corporate image
- Establishes the design standards for the Intranet and Internet
- Provides orientation and training to staff in the application of design standards
- Monitors compliance with design standards
- Makes recommendations regarding new materials/technologies for use by the health unit
- Remains knowledgeable of modern design methodologies and techniques through liaison with appropriate external experts
- Engages in continuous professional and personal learning opportunities
- Demonstrates growth by making changes in practice based on learnings from self-appraisal, feedback and professional development opportunities and activities

Set work priorities and coordinate activities within the outline of the Agency operational plan **Ave. % of time: 5%**

- Reviews initiatives that arise outside the operational plan with the Health Promotion Consultant prior to commencing the work
- Maintains effective communication with all staff in the development of a project
- Provides input into service area operational plans, policies and procedures
- Participates with other members of the Team in identifying service priorities and recommending change
- Facilitates communication and collaboration between Corporate Service personnel and staff in other health unit services

Maintain resources required to complete the work **Ave. % of time: 5%**

- Maintains artist tools, supplies, and equipment including computer and program upgrades

Contribute to team and agency effectiveness **Ongoing**

- Works collaboratively as a member of the team; contributes to positive team functioning
- Assists service, program and functional units in carrying out their mandates

<p>KEY AREAS OF RESPONSIBILITY (ACCOUNTABILITY) Continued ...</p> <ul style="list-style-type: none"> • Demonstrates commitment to, and functions in a way that is consistent with, the Agency mission, vision, values and strategic directions • Respects and ensures confidentiality in all work performed on behalf of the Agency • Demonstrates a strong customer service focus in dealing both internally and externally • Participates on Agency-related committees as assigned • Understands the need to become redeployed and/or reassigned as part of the public health response to an emergency or natural disaster <p><i>Management has the right to change position requirements from time to time as Agency conditions dictate.</i></p>
<p>CONTACTS & COMMUNICATION:</p> <p>Internal: MOH, AMOHs, directors, managers and supervisors across programs and services; program and administrative staff.</p> <p>External: Vendors and contractors- including the selection, monitoring and QA assessment of work done by external graphic design contractors, community partners.</p>
<p>RESPONSIBILITY FOR RESOURCES:</p> <p>Staff: Provide consultation, specialized knowledge, standards setting and quality monitoring to staff across the agency. Trains and reviews the work of other staff for compliance with standards.</p> <p>Financial: Negotiates production costs, timelines and quality with service bureaus. Recommends supplier based on review of quotes. Receives and signs for materials produced by the designer. Provides budget input.</p> <p>Information: Responsible for creative design and visual communication standards for the agency; produces brochures, displays and other promotional and educational materials for the agency internet and intranet development and design.</p> <p>Materials: Responsible for actioning the production of materials and receiving materials. Maintain artist tools and supplies. Act as services liaison and quality control check to achieve final colour proofs, blueprints, presswork etc.</p> <p>Equipment: Maintain equipment including computer and program upgrades.</p>
<p>EFFORT REQUIRED:</p> <p>Mental:</p> <ul style="list-style-type: none"> • Moderate attention to detail/audio concentration for telephone, meetings with staff for design • Considerable attention to detail/visual concentration for design of visual materials (key aspect of position), use of computer • Considerable deadlines are related to scheduled launch of events. Production is last stage of any initiative and communication pieces are frequently required last minute therefore the position has deadlines associated with a considerable portion of the work. • Moderate interruptions due to multi-tasks, staff requiring support, changing priorities/technology i.e. must integrate changing agency policies/procedures into practice • Analysis required to identify and design the best approach and materials for project and to fix problems during the design or printing stage. • Problem solving and resolving conflicts including balancing workload and priorities, scheduling and coverage <p>Physical:</p> <ul style="list-style-type: none"> • Limited lifting/moving boxes of product; heavy weight (over 35 pounds) • Considerable sitting - design is predominantly computer based, therefore sit working at computer • Considerable manual dexterity for design and development on computer, creation of materials and displays
<p>WORKING CONDITIONS SPECIFIC TO POSITION:</p> <ul style="list-style-type: none"> • Standard office environment applies to the position. Note: the Graphic Designer has a fume hood in office, therefore it is recognized that exposure to hazardous chemicals is greater than other staff (Limited exposure to health & safety hazards). • Limited exposure to adverse conditions i.e. chemical substances including odours

WORKING CONDITIONS SPECIFIC TO POSITION:

- Limited travel is required to train staff and to vendor locations.
- Limited overtime is required to complete project work within required timelines

I have read the Position Description and understand the duties and responsibilities as assigned.

EMPLOYEE'S SIGNATURE: _____ **DATE:** _____

MANAGER'S SIGNATURE: _____ **DATE:** _____

Position Approvals:

DIRECTOR'S SIGNATURE: _____ **DATE:** _____

Director Corporate Service

MOH/CEO SIGNATURE: **Original document signed by Dr. C. Gardner, MOH**
DATE: _____

POSITION HISTORY: Nov. 2/06 – the Graphic Designer Position Description remained the same, with minor word changes only, after the review of all agency non-union positions by the Job Evaluation Committee, including any reconsideration requests.