

POSITION DUTY STATEMENT

PM-0924 (REV 01/2022)

CLASSIFICATION TITLE Graphic Designer II	OFFICE/BRANCH/SECTION District 12/Administration/PIO	
WORKING TITLE Graphic Designer II	POSITION NUMBER 912-002-2885-911	REVISION DATE 05/13/2024

As a valued member of the Caltrans leadership team, you make it possible for the Department to provide a safe and reliable transportation network that serves all people and respects the environment.

GENERAL STATEMENT:

Under the general supervision of the Public Information Office (PIO) Chief, a Public Information Officer II, the Graphic Designer II will support the needs of the district in performing a variety of activities supporting the work of each division/program in the district with graphic design, marketing, and digital communications needs. This is the full journey level in the Graphic Designer series. The Graphic Designer II is responsible for the concept, development, and production of the more complex graphic design work. With the aid of computer-assisted applications the graphic designer uses design and production elements to convey the desired impact and message to a specifically targeted audience. Activities include, but are not limited to, developing printed and digital graphic communications, web design and forms. The incumbent will also support PIO staff with their communication-related needs. The incumbent must have a keen eye for aesthetics and detail and the ability to learn and apply new design software and technologies such as InDesign, Photoshop, Illustrator, Sitecore, etc.

CORE COMPETENCIES:

As a Graphic Designer II, the incumbent is expected to become proficient in the following competencies as described below in order to successfully perform the essential functions of the job, while adhering to and promoting the Department's Mission, Vision, Values, Strategic Imperatives and Goals. Effective development of the identified Core Competencies fosters the advancement of the following Leadership Competencies: Change Commitment, Risk Appetite, Self-Development/Growth, Conflict Management, Relationship Building, Organizational Awareness, Communication, Strategic Perspective, and Results Driven.

- **Creativity and Innovation:** Thinks beyond the confines of traditional models to recognize opportunities, seek creative solutions and take intelligent risks. (Cultivate Excellence - Innovation)
- **Dealing with Ambiguity (Risk):** Can comfortably handle risk and uncertainty, as well as make decisions to act without having the total picture. (Cultivate Excellence, Strengthen Stewardship and Drive Efficiency - Engagement)
- **Initiative:** Ability to identify what needs to be done and doing it before being asked or required by the situation. Seeks out others involved in a situation to learn their perspectives. (Cultivate Excellence - Integrity, Pride)
- **Problem-solving and Decision-making :** Identifies problems and uses logical analysis to find information, understand causes, and evaluate and select or recommend best possible courses of action. (Cultivate Excellence, Strengthen Stewardship and Drive Efficiency - Pride)
- **Teamwork/Partnership:** Develops, maintains, and strengthens partnerships with others inside or outside of the organization through effective communication and collaboration. (Cultivate Excellence - Engagement)
- **Customer Focus:** Considers, prioritizes, and takes action on the needs of both internal and external customers. (Cultivate Excellence - Pride)
- **Communication:** Expresses oneself clearly in all forms of communication. Gives feedback and is receptive to feedback received. Knows that listening is essential. Keeps others in the Division and other functional units informed as appropriate. (Cultivate Excellence - Pride)
- **Analytical Skills:** Approaches problems using a logical, systematic, and sequential approach. Weighs priorities and recognizes underlying issues. (Cultivate Excellence - Engagement)
- **Technical Expertise:** Depth of knowledge and skill in a technical area. (Strengthen Stewardship and Drive Efficiency - Innovation, Integrity, Pride)

TYPICAL DUTIES:

Percentage	Job Description
Essential (E)/Marginal (M) ¹	

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40%	E	Develop and design projects or media assignments using Adobe Creative Cloud or other available software, traditional graphic production, and fine art methods for the creation of printed and digital materials to meet project goals as agreed upon with internal clients from the District. Collaborate with others including project managers and other district staff and designs and produces digital graphic files, including publication layouts, data driven graphics, and maps for technical and public-information products. Develop accessible and efficient forms. Design within Caltrans and District 12 brands, standards and accessibility guidelines for readability, color relationships, and contrast, meeting American with Disabilities Act (ADA) compliance requirements. Duties will require project file maintenance and the production of resources and elements to complete design projects. Research imagery, obtain and design the graphic resources needed for completing project assignments, including existing graphics, artwork and photography resourced from within the PIO, other offices, and outside vendors. Generate or edit digital images in a variety of formats for planning and presentation purposes, depicting accurate technical data. Responsible for the graphic portion of campaigns (including publications, multi-media and web graphics, corporate identity systems, info-graphics, training materials, slide presentations, displays, event and conferences) through meetings, schedules and milestones to effectively support the campaign lead design to ensure cohesive, themed appearance to a variety of materials.
40%	E	Create district internal and external-facing content with web design, standards and tools and coordinates with Information Technology (IT) and district webmaster(s) to ensure consistent appearance and ease of use by all internal and external customers. Perform and assist with ADA remediation in alignment with IT governance, guidance, and state/federal ADA compliance mandates. Utilizes remediation software and resources to complete tasks. Support Administration Division needs on the intranet and internet site for revision, updating and public facing communication.
15%	E	Consult with clients, HQ Public Affairs and Graphics staff along with District management to determine and advise the best communication approach to fit their needs and meet the established communication and quality standards used to educate the public and meet departmental program objectives.
5%	M	Provide the Public Information Office and the Administration general support on various activities, special projects and strategic planning efforts. This includes designing for outreach and internal employee engagement activities within the District.

¹ESSENTIAL FUNCTIONS are the core duties of the position that cannot be reassigned.

MARGINAL FUNCTIONS are the minor tasks of the position that can be assigned to others.

SUPERVISION OR GUIDANCE EXERCISED OVER OTHERS

The incumbent does not supervise staff.

KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS

Knowledge of:

Principles of graphic design; state-of-the-art graphic design techniques, theories, and process; graphic design resources and software applications; digital imaging and editing; alternate strategies to establish and improve comprehensive graphic design programs, techniques, and drawings; time management; concept development, consulting, page layout, drawing, photo editing, color correction, file preparation, on-line publishing, multimedia, and other mediums.

Skills:

- Creative graphic design skills to capture a target audience
- Detail-oriented and organized, with the ability to support multiple projects
- Effective written, verbal, and interpersonal communication skills
- Intermediate illustration, layout, and typography skills

Ability to:

- Exhibit a level of visual acuity and color vision sufficient to successfully perform the job
- Demonstrate creative aptitude
- Use design and production elements to convey a desired message
- Capture complex thoughts and communicate them pictorially

ADA Notice

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- Review narrative material and create appropriate illustrations
 - Apply creativity in the preparation of artwork
 - Produce accurate, concise, and clear content
 - Apply color theory and typography
 - Work as part of a team and independently under supervision
 - Implement revisions
 - Conduct research and develop content based on research
 - Speak to stakeholders, employers, workers, and other parties
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RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

The incumbent will perform analytical work and ensure compliance of various digital requirements; responsible for applying completed staff work and exercising initiative in carrying out assigned duties. Incumbent must use discretion in responding to inquiries without making inaccurate statements that would negatively affect Caltrans and the State. Erroneous information provided to Department employees, stakeholders, and the public could result in monetary loss to the state; failure to properly resolve issues, interpret, and apply policy could result in non-compliance with various rules and policies. Inaccurate decisions and errors could greatly inconvenience employees and the public, cause miscommunication between stakeholders and the general public, and adversely affect Caltrans' public image, or could result in legal action against the state. Inaccurate analysis or failure to complete projects on time could result in project delays; improper use of funds within program areas could produce an adverse effect on working relationships internally and with our transportation partners.

PUBLIC AND INTERNAL CONTACTS

Incumbent this position will have regular contact with all levels of Caltrans staff, internal and external stakeholders, including vendors and consultants.

PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

Physical, Mental, and Emotional Requirements: Incumbent may be required to sit for long periods of time, including prolonged standing, squatting, stooping, and bending; ability to work on a keyboard and video display terminal. Incumbent may be required to move large or cumbersome reports from one location to another. Ability to develop and maintain cooperative relationships; ability to focus for long periods of time.

Mental: Incumbent must have the ability to grasp, apply, and master new technical and business information. Possess the ability to apply sound, professional judgment in problem solving; formatting solutions and initiating appropriate actions. Sustain the mental ability to work under pressure and adapt to changing deadlines. Communicating with all levels of employees, external partners, and the general public. Possess the mental ability to respond logically, calmly, and professionally. Must have the ability to multi-task; effectively deal with pressure; maintain focus and intensity, and remain optimistic in all work-related activities. Must be self-motivated when working independently and as a team player. Must be able to organize and prioritize large volumes of varied documents; have the ability to concentrate in order to review and create documents, and execute expedited requests at times.

Emotional: Must be able to recognize and respond to difficult and emotionally charged issues or problems; maintain a professional demeanor; the ability to acknowledge appropriate responses and respond professionally to difficult situations; develop and maintain cooperative working relationships.

WORK ENVIRONMENT

The incumbent works in front of a dual-monitor computer system under artificial light in an office setting with long periods of working in a sitting or standing position.

This position may be eligible for telework. The amount of telework is at the discretion of the Department and based on Caltrans' evolving telework policy. Caltrans supports telework, recognizing that in-person attendance may be required based on operational needs. Employees are expected to be able to report to their worksites with minimum notification if an urgent need arises. The selected candidate will be required to commute to the headquartered location as needed to meet operational needs. Business travel may be required, and reimbursement considers an employee's designated headquartered location, primary residence, and may be subject to CalHR regulations or applicable bargaining unit contract provisions. All commute expenses to the headquartered location will be the responsibility of the selected candidate.

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I have read, understand and can perform the duties listed above. (If you believe you may require reasonable accommodation, please discuss this with your hiring supervisor. If you are unsure whether you require reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.)

EMPLOYEE (Print)

EMPLOYEE (Signature)

DATE

I have discussed the duties with, and provided a copy of this duty statement to the employee named above.

SUPERVISOR (Print)

SUPERVISOR (Signature)

DATE