

POSITION DUTY STATEMENT

DOT PM-0924 (REV 01/2025)

CLASSIFICATION TITLE Graphic Designer III	OFFICE/BRANCH/SECTION District 3/Administration/Graphic Services	
WORKING TITLE Graphic Designer III	POSITION NUMBER 903-001-2886-XXX	REVISION DATE 02/05/2025

As a valued member of the Caltrans team, you make it possible to improve lives and communities through transportation.

GENERAL STATEMENT:

Under the general oversight and direction of the Branch Chief of Graphic Services, a Staff Services Manager I, the incumbent is independently responsible for the concept, development, and production of graphic design work to accomplish the customer's project objectives for all media (print, digital, and website). The Graphic Designer III is the advanced journey level in the series and demonstrates expert skill and creativity. A thorough understanding of all graphic design principles is required. Typical tasks include but are not limited to maps, logo designs and other branding, publications, document remediation, web layout designs, poster designs and printing, flyers, and other graphic-related products including photography, video production, filming, and editing. In addition, the incumbent will be required to report on time and follow established guidelines, internal procedures, and reporting practices.

CORE COMPETENCIES:

As a Graphic Designer III, 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.

- **Flexibility and Managing Uncertainty** : Adjusts thinking and behavior in order to adapt to changes in the job and work environment. (Employee Excellence - Innovation)
- **Dealing with Ambiguity (Risk)**: Can comfortably handle risk and uncertainty, as well as make decisions to act without having the total picture. (Employee Excellence - Collaboration, Innovation, People First, Pride, Stewardship)
- **Reliability**: Ability to demonstrate dependability in meeting commitments, and providing a consistent work product. Takes responsibility for individual actions in order to meet deadline demands. (Safety, Employee 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. (Equity, Employee Excellence - Innovation)
- **Interpersonal Savvy/Partnering**: Builds constructive and effective relationships, using diplomacy and tact. Is able to relate to a diverse set of individuals. (Equity, Employee Excellence - Collaboration, Equity, Innovation, People First, Stewardship)
- **Organizational Awareness**: Contributes to the organization by understanding and aligning actions with the organization's strategic plan, including the mission, vision, goals, core functions, and values. (Safety, Equity, Employee Excellence - Collaboration, Stewardship)
- **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. (Employee Excellence - Collaboration, Equity, Pride, Stewardship)
- **Conceptual Thinking**: Ability to find effective solutions to issues by taking the appropriate perspective (i.e., holistic, abstract, or theoretical). (Prosperity, Employee Excellence - Collaboration, Equity, Integrity, Stewardship)
- **Organizational Skills**: Keeps work prioritized and organized. Logically approaches situations. (Employee Excellence - Integrity, Pride, Stewardship)

TYPICAL DUTIES:

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

ADA Notice

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50%	E	The incumbent is responsible for designing and creating various projects, including maps, flyers, logo designs, publications, and other collateral for print and web using InDesign and other Adobe Creative Suite applications. They will collaborate directly with customers through various communication channels to understand project requirements and ensure satisfaction. Additionally, they will manage multiple projects while adhering to established deadlines and production schedules. The incumbent will ensure high-quality design standards and maintain consistency across all materials, aligning with the department's brand standards.
30%	E	The incumbent will design and produce interactive slide presentations, various web content, and other multimedia applications, including video production and editing. They will be responsible for maintaining digital and camera-ready artwork and will be available for various photo shoots, including events, headshots, and group photos. Additionally, they will efficiently design and execute finishing work, such as printing, foam core mounting, and trimming, for various poster displays.
10%	E	Responsible for creating documents and materials that are remediated and fully compliant with ADA accessibility standards.
10%	M	Responsible for keeping the purchaser informed of needed items and providing necessary information to ensure accuracy. Maintaining equipment to ensure optimal performance. Post-production duties include file archiving and maintaining organized project files. Additionally, the incumbent is responsible for staying up to date on all required training.

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

This position does not supervise.

KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS

- Must have a strong understanding of Caltrans functions and organization, as well as the department's policies and procedures.
- Must demonstrate expert-level knowledge of graphic design principles, including white space, contrast, proportion, balance, and color, with a strong understanding of typography, branding, and corporate identity.
- Must possess professional-level proficiency in Adobe Creative Suite, with an emphasis on InDesign, Illustrator, and Photoshop.
- Must have expert-level ability to create complex multi-page layouts, edit photographic images, sketch concepts by hand, and design vector illustrations.
- Must be skilled in photography, including capturing and editing images for events, group shots, and headshots, as well as video production and editing.
- Must be capable of translating complex information into visually compelling and easy-to-understand designs.
- Must be a creative problem-solver with the ability to adapt designs to meet various needs.
- Must be proficient in converting designs into ADA-compliant, accessible PDFs for publication on the Caltrans external website.
- Must possess strong communication skills to effectively collaborate with customers, ensuring requests are translated into high-quality designs.
- Must provide excellent customer service and demonstrate the ability to manage multiple projects, prioritize tasks, and maintain organized archives.
- Must be able to work effectively with staff and management at all levels.
- Must be highly organized, capable of meeting deadlines, and able to perform assigned work with minimal supervision.

RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

The incumbent will create materials that accurately represent the Department for presentation to diverse audiences. Poor decisions or inaction could negatively impact the Department's public image, delay projects, and compromise the efficiency of the work unit.

PUBLIC AND INTERNAL CONTACTS

This involves regular interaction with staff at all levels within the department, including executive management. This position requires minimal contact with the general public. As a representative of the Department and the State of California, the incumbent is expected to maintain a professional and courteous demeanor at all times.

PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

The incumbent may be required to sit for long periods of time using a keyboard/mouse and video display monitor, or while attending meetings. The incumbent must be able to use fine manipulation and/or simple grasping during the course of the

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workday. Some walking may be required. The incumbent must have the visual acuity and color vision sufficient to successfully perform the job.

The incumbent must be able to effectively communicate in English. The incumbent must have the ability and aptitude to utilize a personal computer to update, retrieve, and analyze information.

Incumbent has the ability to lift and move various camera equipment. Must be able to do frequent bending, stooping and standing for periods of time for posters printing and mounting, photography, and video work.

The incumbent must be able to handle multiple tasks, while regularly responding to e-mails and phone calls. This position requires the incumbent to be flexible and adaptable to changing policies and procedures. Must be able to adapt to changes in priorities, and complete tasks or projects with short notice and work with others in a cooperative manner. The incumbent must have the ability to develop and maintain cooperative, collaborative working relationships and recognize difficult, emotionally charged and/or sensitive situations and handle them effectively and appropriately. Must deal effectively with pressure, maintain focus and intensity yet remain optimistic and persistent, even under adversity.

WORK ENVIRONMENT

While at their base of operations, employees will work in a climate-controlled office under artificial lighting. This position may be eligible for hybrid telework, with the amount of telework determined by the Department in accordance with Caltrans' evolving telework policy. Caltrans supports telework but acknowledges that in-person attendance may be required based on operational needs. The employee must be able to report to their worksite with minimal notice if an urgent need arises. The selected candidate will be required to commute to the headquarters location as needed to meet operational requirements.

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.)

I agree that by providing my electronic signature for this form, I agree to conduct business transactions by electronic means and that my electronic signature is the legal binding equivalent to my handwritten signature. I hereby agree that my electronic signature represents my execution or authentication of this form, and my intent to be bound by it.

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