

## PROGRAM ADMINISTRATOR (GRAPHICS)

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, the incumbent of this class, located in the Department of Information Technology, is responsible for the creative design, research, presentation and effective implementation of approved visual projects for any County department across all mediums for visual display. This is to include but not be limited to digital content, social media, web content and print material. The incumbent in this position assists in establishing presentation standards for the County's visual content and ensures adherence to those standards in developing message content, working in collaboration with all County Departments and project stakeholders. This class differs from the Program Specialist (Graphics) in that the incumbent is responsible for leading more complex projects that have County-wide impact and farther reaching consequence in terms of message scope, timeframe and risk potential. While supervision is not a responsibility of this class, the incumbent does function as a subject matter expert when working with others on assigned projects. Does related work as required.

### EXAMPLES OF WORK (Illustrative Only):

Collaborates with departmental leaders to understand requirements and then works within County standards to develop appropriate visual presentation and media to deliver communication content throughout County departments and/or the public;

Researches and conducts analysis to maximize the most effective methods to be used for message and visual image distribution;

Assists in the development of visual image standards to ensure consistency across all types of media to deliver County approved communiques;

Creates, updates, edits and removes web pages and digital media presenting County communications by reviewing departmental submissions and ensuring conformance to standards;

Directs the preparation of and researches, writes and edits articles and public information material for presentation;

Participates in planning the design and content of the County's image and branding as presented through multiple platforms and media (ie: digital, web, print, etc.);

Responsible for full life cycle management for projects to ensure that they are on-time, on-budget and on-target for visual project messaging;

Edits content and layouts to ensure effective messaging and compliance with accepted technical and design standards for County material;

Coordinates creation of visual images based on a topic, event or subject matter as requested by a county department or the Office of the County Executive, including populating and participating in the design of web pages and electronic communications with new or existing text, art, video and Flash animations relevant to the proposed subject;

Identifies and coordinates resolution of problems involving design issues across all mediums, working in conjunction with stakeholders, vendors and technical personnel;

Assists in promoting the use of new technologies and practices in communication and design efforts;

EXAMPLES OF WORK: (Illustrative Only) (Cont'd)

Receives and reviews images and content from departments for articles and information to be disseminated in various media to ensure effective communications and user experience according to technical standards and appropriateness for the target audience;

Uses computer applications or other automated systems such as spreadsheets, word processing, calendar, e-mail and database software in performing work assignments;

May perform other incidental tasks, as needed.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES:

Thorough knowledge of visual design techniques and methods to maximize communications across all mediums; thorough knowledge of web development and design using current tools and best practices; thorough knowledge of the theory and practice of public relations; thorough understanding of principles of print and web layout; thorough knowledge of print production methods, procedures, trafficking, proofing and trouble-shooting; good knowledge of the techniques and practices of verbal and written communication, including style, vocabulary, spelling and grammar; good knowledge of graphic design concepts; ability to research and collect information and data; ability to use software applications to select, resize, prepare or create images for presentation across multi-platform and print media; artistic and technical ability to create, implement and maintain effective messaging according to County standards; ability to collaborate with others at all functional levels to understand needs and implement approved projects; ability to develop and maintain effective relationships; ability to read, write, speak, understand and communicate in English sufficiently to perform the essential functions of the position; ability to effectively use computer applications such as spreadsheets, word processing, e-mail and database software; accuracy; initiative; good judgment; tact; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Either: (a) a Bachelor's

Degree\* in Visual Arts, Communications, Marketing, Digital Media, Web Development, User Experience/Interface or closely related field, and three years of experience where the primary function of the position was the design, implementation and presentation of visual images and information for distribution across multiple platforms including web, digital media, social media, or print materials; or (b) a Bachelor's Degree\* and four years of experience as stated in (a).

SUBSTITUTION: Satisfactory completion of 30 credits toward a Master's Degree\* in one of the fields listed above may be substituted for one year of experience.

\*SPECIAL NOTE: Education beyond the secondary level must be from an institution recognized or accredited by the Board of Regents of the New York State Department of Education as a post-secondary, degree-granting institution.