

FRESNO COUNTY SUPERINTENDENT OF SCHOOLS

CLASSIFIED POSITION

JCN: 229
RANGE: 150
NON-EXEMPT

SENIOR GRAPHIC DESIGN SPECIALIST

BASIC FUNCTION:

Under the direction of an assigned supervisor, serve as a lead designer within the department by providing technical guidance, helping establish design standards, and supporting the planning, development, and production of high-quality print and digital communications for the county office; coordinate operations and communications between department staff, county office personnel and outside agencies to ensure smooth and efficient graphic design activities; provide expertise to departments in developing accessible digital and print materials; review and remediate documents and graphics to improve accessibility; and support agency efforts to ensure public-facing communications meet digital accessibility requirements; develop and deliver training and guidance for staff on accessible design practices and digital accessibility standards; maintain workstations and assigned software applications.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

- Assist in facilitating agency efforts to ensure digital and graphic communications comply with accessibility standards including the Americans with Disabilities Act (ADA), Section 508, and Web Content Accessibility Guidelines (WCAG).
- Collaborate with communications, web, and program staff to ensure and certify that newly developed materials meet digital accessibility requirements prior to publication.
- Coordinate large-scale projects with outside printing agencies; assist with obtaining quotes and negotiating prices for graphic design projects; establish and maintain timelines; ensure project specifications are met.
- Create training resources, guides, and reference materials to support agency-wide compliance with digital accessibility standards.
- Develop and help inform internal design standards and accessibility guidelines for digital and print communications used across the agency.
- Develop, coordinate, and lead agency-wide trainings and workshops for agency staff on accessible design practices and digital accessibility requirements.
- Established and monitor project timelines and calculated costs; assist county office personnel in acquiring price quotes; make strategic recommendations for department equipment and supplies in order to serve organizational needs efficiently and effectively; estimate time, materials and personnel requirements for projects; ensure smooth and timely completion of projects.
- Lead and assist in maintenance of department inventory and equipment to meet project needs and county office standards; document time and supplies to assist with efficient and accurate billing procedures.
- Lead operations and communications between program administration, department staff and internal and external clients to ensure smooth and efficient graphic design activities; serve as a technical resource to county office personnel and outside agencies regarding designated graphic design activities, timelines, layouts and related functions to comply with established policies, procedures, rules and regulations.
- Lead the preparation and maintenance of a variety of records and reports related to assigned activities including, but not limited to, purchase orders, invoices, bills, proposals and other related documentation.

- Maintain file sharing and project management systems, including back-up and storage of files; troubleshoot graphic design software related problems.
- Operate an assigned computer system and graphic design software to prepare and develop written and graphic design materials for printing or reproduction.
- Participate in graphic design software and hardware technology trainings to remain up-to-date and informed on all current programs relevant to graphic design projects.
- Participate in the design and implementation of assigned projects; perform design functions, including, but not limited to, create, plan and layout text, color and artwork; select elements of type, including style, size, fonts, spacing of letters and text lines; determine placement, size and type of photos and artwork to be used according to client specifications.
- Perform a variety of clerical duties related to department activities, including answering telephone calls and directing inquiries to appropriate personnel; compose and distribute a variety of correspondence.
- Perform a variety of specialized graphic design duties and activities involved in the design, layout and production of materials, displays, illustrations, presentations, posters, brochures, newsletters, programs and related graphic arts; create web-ready graphics and designs capable of functioning on internet websites and/or social media; prepare and develop materials from a variety of sources and stages of development using a wide range of techniques; ensure compliance with established standards, policies and procedures to meet county office needs.
- Prioritize incoming work orders.
- Provide advanced coaching and technical assistance to departments on creating accessible documents, graphics, and digital materials.
- Review and assist with the remediation of digital materials such as PDFs, flyers, presentations, social media graphics, and other public-facing content to ensure accessibility for individuals with disabilities.
- Serve as the department's technical specialist on accessible graphic design practices, including color contrast, alt text, document tagging, accessible typography, and inclusive digital design.
- Attend and participate in a variety of assigned meetings, committees, conferences, in-services and/or special events.
- Comply with schedules, policies, regulations, procedures, orders and directives of the County Superintendent.
- Exhibit professionally appropriate interpersonal skills including, but not limited to, tact, patience, flexibility and courtesy.
- Maintain a safe work environment.
- Operate a variety of office equipment including, but not limited to, a computer and assigned software applications.
- Serve as a liaison between County Superintendent and administrators, personnel, outside organizations or the public concerning assigned area.
- Serve as a technical resource concerning assigned program, function or instructional area.
- Work collaboratively and maintain effective working relationships with others in the course of work in assigned area.

OTHER DUTIES:

- Driving a vehicle to conduct work, using own transportation and/or FCSS vehicle.
- Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

- Accessible document creation and remediation techniques for PDFs, presentations, and digital publications.
- Computers and graphic design software applications, such as Illustrator, PhotoShop and InDesign.
- Copyright rules, regulations and restrictions.
- Digital accessibility standards including ADA Title II requirements, Section 508 compliance, and Web Content Accessibility Guidelines (WCAG).
- Inclusive design principles and accessibility best practices for digital communications.
- Macintosh computer systems.
- Methods, practices, terminology, equipment and procedures used in the production of printed and graphic design materials.
- Page layout and graphic design techniques and procedures.
- Record-keeping and report preparation techniques.
- Proper English usage, grammar, spelling, punctuation and vocabulary in all forms of communication.
- State Education Code, local, state and federal laws, codes, regulations and requirements and county office organization, operations, policies and objectives as related to assigned activities and/or instructional area.
- Theoretical and technical aspects of field of specialty.

ABILITY TO:

- Arrange, layout and make effective use of visual materials.
- Communicate status of work orders to clients according to all requested deadlines within project timelines.
- Communicate with clients to plan, design and layout text and art work and to determine final output.
- Establish project timelines, calculate costs, and estimate time, materials and personnel requirements.
- Evaluate digital and graphic materials for accessibility compliance.
- Maintain current knowledge of technological advances in the field.
- Maintain records and prepare reports.
- Meet schedules and timelines.
- Operate an assigned computer system and graphic design software to prepare and design written and graphic materials.
- Provide direction and technical expertise in graphic design and accessibility practices.
- Provide skilled graphic design services utilizing a wide variety of graphic design methods and materials.
- Train and support staff in the creation of accessible digital materials.
- Understand and follow oral and written instructions.
- Analyze and evaluate situations accurately and adopt an effective course of action.
- Communicate effectively both orally and in writing.
- Drive a vehicle to conduct work.
- Interpret, apply and explain rules, regulations, policies and procedures.
- Maintain consistent, reasonably regular, punctual attendance consistent with federal, state and local standards.
- Safely and successfully perform essential job functions consistent with federal, state and local standards, including meeting qualitative and/or quantitative productivity standards.
- Work confidentially and with discretion.
- Work independently with minimal direction.

EDUCATION AND EXPERIENCE:

EDUCATION:

- High School Diploma, General Education Degree (GED) or State High School Proficiency certificate.
- Bachelor's degree in Art or related field preferred.

EXPERIENCE:

- Four years of increasingly responsible computerized graphic design operations experience, including composition and layout work.
- Experience with Macintosh computer systems and graphic design software applications, including Illustrator, PhotoShop and InDesign preferred.

LICENSES AND OTHER REQUIREMENTS:

- Valid California driver's license; when driving for work, maintain automobile liability insurance in accordance with California Insurance Code section 11580.1 or maintain other statutorily authorized financial responsibility.

WORKING CONDITIONS:

ENVIRONMENT:

- Driving a vehicle to conduct work, using own transportation and/or FCSS vehicle.
- Office environment.
- Regular interruptions.
- Small and large group meetings
- Noise from equipment operation.

PHYSICAL DEMANDS:

- Bending at the waist, kneeling or crouching; climb or balance.
- Eyesight corrected or uncorrected sufficient to read a variety of materials including, but not limited to, fine print; color vision.
- Hearing with or without use of hearing aid(s) sufficient to hear any conversation with others; understandable voice and speech patterns.
- Manual dexterity and coordination sufficient to operate office and/or classroom equipment.
- Sitting, standing and/or walking for extended periods of time.
- Use hands to handle and/or feel; reach with hands and arms.
- Must frequently lift, push, pull or carry up to ten (10) pounds and occasionally lift and/or move up to twenty-five (25) pounds.

The physical demands and working conditions described here are representative of those that must be met by an employee to successfully perform the essential functions of this position, subject to reasonable accommodation.

This position description may not be an exhaustive list of all duties, knowledge, or abilities associated with this classification; however, it is intended to accurately reflect the principle job elements. Related duties, knowledge, or abilities to those expressly stated may also be required for successful performance of the position.

APPROVED:

Effective: 5/19/2026