



# New Mexico State Personnel Office

2600 Cerrillos Road  
Santa Fe, New Mexico 87505-0127

## Classification Description

### GRAPHIC DESIGNER SUPERVISOR

| <u>Class Title</u>          | <u>Class Code</u> | <u>Pay Band</u> | <u>Alt Pay Band*</u> |
|-----------------------------|-------------------|-----------------|----------------------|
| Graphic Designer Supervisor | J1024S            | 60              |                      |

*\*In accordance with SPB Rule 1.7.4.10 NMAC, the assignment to alternative pay bands shall be reviewed annually to determine their appropriateness.*

#### **Purpose**

Devotes a substantial portion of time assigning and directly supervising work of at least two (2) full time equivalent employees\*\*, acting upon leave requests, conducting annual performance evaluations and recommending disciplinary actions. Interviewing and recommending selection of applicants and conducting training of personnel. Design or create graphics to meet a client's specific commercial or promotional needs, such as packaging, displays, or logos. Designers may use a variety of mediums to achieve artistic or decorative effects.

#### **Nature of Work**

Graphic Designer Supervisor devotes a substantial portion of time assigning and directly supervising work of at least two (2) full time equivalent employees and plans, analyzes, and creates visual solutions to communications problems. They find the most effective way to get messages across in print and electronic media using color, type, illustration, photography, animation, and various print and layout techniques. Graphic Designers develop the overall layout and production design of magazines, newspapers, journals, corporate reports, and other publications. They also produce promotional displays, packaging, and marketing brochures for products and services, design distinctive logos for products and businesses, and develop signs and signage systems, called environmental graphics for business and government. Graphic Designers may also develop material for Internet Web pages, interactive media, and multimedia projects.

#### **Distinguishing Characteristics**

*The omission of specific statements does not preclude management from assigning other duties which are reasonably within the scope of the duties.*

- Devotes a substantial portion of time assigning and directly supervising work of at least two (2) permanent/full time employees. Acts upon leave requests, conducts annual performance evaluations and recommends disciplinary actions.
- Conducts training of personnel; may interview and recommend selection of applicants.
- Provides career coaching through mentoring and arranges for outside training opportunities when possible.
- Makes well-informed, effective, and timely decisions and perceives the impact and implications of those decisions.
- Makes point of view in a clear and convincing manner.
- Listens effectively and clarifies information as needed.

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- Identifies and analyzes problems; weighs relevance and accuracy of information; generates and evaluates alternative solutions; makes recommendations.
- Writes in a clear and concise manner.

### **Recommended Education and Experience for Full Performance \*\*\***

Associate's Degree in graphic design and four (4) years of directly related experience in the field to include the independent completion of projects, two (2) years of which must be supervisory.

### **Minimum Qualifications**

High School Diploma or GED and two (2) years of relevant experience.

### **Knowledge and Skills**

*Note: This information has been produced by compiling information and documentation provided by O\*NET. O\*NET™ is a trademark of the U.S. Department of Labor, Employment and Training Administration.*

#### **Knowledge**

**Leadership** - Knowledge of leading through influence and persuasion by establishing mutual trust, respect, and loyalty, through shared beliefs, values, and goals; Being cognizant of subordinates' needs, goals, and aspirations, and to carefully consider these personal variables when making decisions.

**Design** — Knowledge of design techniques, tools, and principles involved in production of precision technical plans, blueprints, drawings, and models.

**Communications and Media** — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

**Computers and Electronics** — Knowledge of circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.

**English Language** — Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

**Fine Arts** — Knowledge of the theory and techniques required to compose, produce, and perform works of music, dance, visual arts, drama, and sculpture.

**Sales and Marketing** — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

**Customer and Personal Service** — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

#### **Skills**

**Leadership** - Displaying attributes that makes employees willing to follow; applying effort to increase productiveness in areas needing the most improvement; establishing a spirit of cooperation and cohesion for achieving goals; making the right things happen on time; providing performance feedback, coaching, and career development to individuals to maximize their probability of success; giving subordinates the authority to get things accomplished in the most efficient and timely manner.

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**Active Listening** — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

**Operations Analysis** — Analyzing needs and product requirements to create a design.

**Speaking** — Talking to others to convey information effectively.

**Writing** — Communicating effectively in writing as appropriate for the needs of the audience.

**Critical Thinking** — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

**Reading Comprehension** — Understanding written sentences and paragraphs in work related documents.

**Active Learning** — Understanding the implications of new information for both current and future problem-solving and decision-making.

**Coordination** — Adjusting actions in relation to others' actions.

**Judgment and Decision Making** — Considering the relative costs and benefits of potential actions to choose the most appropriate one.

**Complex Problem Solving** — Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

**Statutory Requirements:** N/A

**Conditions of Employment:** Working Conditions for individual positions in this classification will vary based on each *agency's utilization, essential functions, and the recruitment needs* at the time a vacancy is posted. All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

**Default FLSA Status:** Exempt. FLSA status may be determined to be different at the agency level based on the agency's utilization of the position.

**Bargaining Unit:** N/A

**Established:** 04/27/2012      **Revised:**

*\*\*Means two (2) or any combination of full-time equivalent (FTE) status that equals at least two (2) regular or term status employees in non-temporary positions.*

*\*\*\*Adapted from the United States Bureau of Labor Statistics and are intended to illustrate the typical education and experience required for this occupation. Not to be construed as minimum qualifications.*

*Note: Classification description subject to change. Please refer to the SPO website [www.spo.state.nm.us](http://www.spo.state.nm.us) to ensure this represents the most current copy of the description.*