



REVISED: 07/17/2019
Submitted: 07/16/2019

JOB TITLE:	SPECIALIST CREATIVE SERVICES
DIVISION	COMMUNICATIONS AND COMMUNITY RELATIONS
SALARY SCHEDULE/GRADE:	II, GRADE 9
WORK YEAR:	AS APPROVED BY THE BOARD
FLSA STATUS:	EXEMPT
JOB CLASS CODE:	8009
BARGAINING UNIT:	CLAS

SCOPE OF RESPONSIBILITIES

Directs the Materials Production team and manages production operations. Provides leadership in the development of creative assets/concepts. Consults with District personnel to determine creative needs and scope of work. Develops and promotes the implementation of JCPS Brand Standards. Schedules and tracks jobs, requirements, progress, changes, timelines, and other project variables. Tracks data and creates reports. Ensures quality and efficiency in production.

PERFORMANCE RESPONSIBILITIES & EVALUATION CRITERIA

- Provides leadership, direction, supervision for the department; schedules projects; monitors progress; provides art direction, review, and feedback; assesses quality; promotes services across the District
- Creates graphic forms of visual communication as needed; also has strong oral and written communication skills; learns new processes, trends, and techniques to continuously promote the production of high-quality creative services
- Monitors equipment performance; replaces aging equipment; oversees the purchase of equipment, maintenance agreements, paper, and supplies used in production
- Manages the flow of work and resources to ensure timely and successful project completion through the use of strong project management and organizational skills
- Works collaboratively with colleagues from different departments, utilizing creative and marketing knowledge to help develop creative campaigns for various JCPS departments/schools/programs
- Cultivates strong interpersonal skills and effective relation-building capacity; interacts positively and confidently with colleagues at all levels; has strong salesmanship skills; builds confidence in those he or she supervises
- Oversees JCPS Call Center
- Writes printing specifications for outsourcing; works with Purchasing Departments to annually procure supplies for large-format print production; understands and adheres to model procurement and JCPS purchasing policies
- Directs the job flow process from entry through billing, ensuring recovery of costs
- Provides production reports to Director of Performance and Technology
- Completes all trainings and other compliance requirements as assigned and by the designated deadline
- Evaluates staff as assigned
- Performs other duties as assigned by supervisor

PHYSICAL DEMANDS

The work is primarily sedentary. The work requires the use of hands for simple grasping, pushing, and pulling of arm controls and fine manipulations. The work at times requires bending, squatting, reaching, with the ability to lift, carry, push, or pull light weights. The work requires activities involving being around moving machinery and exposure to dust, fumes, and gases.

MINIMUM QUALIFICATIONS

Bachelor's degree

Five (5) or more years of successful experience in the field
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Successful experience supervising personnel

Effective communication skills

DESIRABLE QUALIFICATIONS

Ability to be self-directed

Knowledge of district policies, procedures, goals, and objectives

Expert abilities in the area of graphic design, photography, writing/editing, or all three
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Experience in a diverse workplace
