

EAST BAY REGIONAL PARK DISTRICT

ENVIRONMENTAL GRAPHICS/MULTI-MEDIA SUPERVISOR

GENERAL FUNCTION

Under general supervision, has the overall responsibility to oversee the design and production of effective and creative professional quality signage, graphics, publications, video, and marketing collateral to enhance and promote the District's parklands, programs, and images.

ESSENTIAL FUNCTIONS

Manages the overall operation of the environmental graphics studio which includes the following responsibilities: hires, schedules, and supervises staff; conducts performance evaluations; ensures staff receive necessary skills and safety training; receives, evaluates and prioritizes work requests; develops work plans and daily work assignments; creates construction drawings and elevation plans; applies for and obtain permits; works with contractors, engineers and city street crews; supervises the design, production, and installation work of staff; ensures production deadlines are met; inspects and monitors work product to ensure quality control; establishes guidelines and graphics standards; maintains back-up of files and other records; researches and procures materials, tools, and equipment; operates and maintains local network of computers; desktop and large format printers and vinyl plotters; captures digital photography, videography and performs non-linear editing.

OTHER FUNCTIONS AND DUTIES

Maintains employee records of work projects; works with fabricators; determines skill levels of individual sign shop staff and assigns tasks accordingly; prepares, monitors, develops and administers a budget; performs related duties as assigned.

MINIMUM QUALIFICATIONS

Education: Equivalent to completion of twelfth grade; and

Experience: Three years of experience of sign making with two years as a lead person or supervisor in a high production setting comparable with the District's environmental graphics studio.

OR AN EQUIVALENCY OF EDUCATION AND EXPERIENCE

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of shop operations, planning, and scheduling. Knowledge of the science of effective Wayfinding. Knowledge of ADA guidelines, district ordinances, state and federal regulations and laws pertaining to sign production and installation. Knowledge and skill in the principles and practices of effective supervision. Knowledge and skill in finishing services of large format printing and laminating. Skilled in design, production, and installation work. Skill and knowledge of digital photography and videography, media duplication, non-linear editing, compression and delivery of DVD, VCD, CD, Mini DV, VHS, Quicktime, Media Player, and Video for the web. Ability to multi-task, prioritize and schedule work assignments and meet deadlines. Proficient in the most current graphics software application programs. Ability to direct others constructively in design, production and installation work. Ability to communicate effectively. Ability to evaluate sign and graphic needs. Ability to set standards and recognize product quality while balancing productivity. Ability to operate, maintain, and troubleshoot a network of computers, large format printers, vinyl cutting plotters and a thermal transfer vinyl plotter. Ability to establish and maintain positive and cooperative working relationships with those contacted in the course of work at all levels, including a culturally diverse general public, with a focus on quality service to internal staff and external customers and park users.

SPECIAL CONDITIONS OF EMPLOYMENT

A valid California driver's license is a condition of initial and continued employment in this classification. Persons in this classification must be able to use a respirator in the performance of their work. In accordance with CAL OSHA respirator regulations, incumbent shall not wear beards or long sideburns that impede the effectiveness of the respirator.

REPORTS TO: AGM, Public Affairs

SUPERVISES: Environmental Graphics Specialists

Employment Category: AFSCME, Local 2428, Monthly Salary Effective 3/22/03: \$4,829.07 - \$5,284.93
Replaces "Sign Supervisor", Adopted by Board: September 1, 1987
Revision Adopted by General Manager: December 18, 2003
Revision Approved by General Manager: October 21, 2009
Revision Approved by General Manager: December 15, 2010