

**Job Description and Standards of Performance**

|   |                                    |
|---|------------------------------------|
| <u>Position Title:</u> Advertising Artist       | <u>Affiliation:</u> PNG            |
| <u>Specialization:</u>                          |                                    |
| <u>Department:</u> Advertising and/or Marketing | <u>Department #:</u>               |
| <u>Date Updated:</u> 4/17/07                    | <u>Updated by:</u> Cameron/Metcalf |
|   | <u>Job Code #:</u>                 |

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**Position Purpose/Objective:**

Design and produce art and layout for advertising and other promotional material.

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*All core duties are listed before supporting duties. The relative importance of duties relates to the anticipated impact of that duty to the business, department, customer and/or product.*

| Position Duties   | Meets Expectations When:  |
|---|---|
| Designs and produces advertisements and other promotional materials which may be initiated from various sources.<br><br><i>CORE</i>                   | <i>Produced materials</i> are accepted by customers, are effective in generating desired results, and increase and/or protect advertising revenue. All work completed on time.<br><br>Designs are appropriate, enhance readability and fulfill project specifications. Promotion campaigns must meet the standards of internal customers. Projects are produced in an accurate and complete way. Responsible for work quality including spell checking and proofreading is done before a proof is provided. |
| Works with internal and external customers as needed to ensure that copy is appropriate and consistent with objectives and design.<br><br><i>CORE</i> | Copy content and style are appropriate for the project.   |
| Prioritizes work and makes judgments concerning production/design options to meet deadlines.<br><br><i>SUPPORTING</i>                                 | Meets daily deadlines with complete, accurate, well-designed and executed graphics. Artist is able to work independently and prioritize work.   |
| Maintains art and idea files. Conforms to departmental standards concerning   | Files, both electronic and physical, are organized to conform to departmental   |

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| electronic file maintenance/organization.<br><i>SUPPORTING</i>   | standards. This organization is done daily to ensure that others can easily locate projects when the need arises.  |
| Communicates with associates, supervisors and other departments and clients as necessary.<br><i>SUPPORTING</i> | Artist works professionally with associates, supervisors and other departments and clients. Offers and applies suggestions effectively, resolving differences of opinion on approach, style and priority in a constructive and professional manner. Keeps supervisor and interested parties informed on works in progress, staffing and supply needs/problems. |
| <i>Uses available technology to support efforts as needed.</i><br><i>SUPPORTING</i>                            | <i>Possesses adequate knowledge of all pertinent software/systems necessary to perform duties efficiently.</i>   |
| Other <i>related duties as assigned.</i><br><i>SUPPORTING</i>  | <i>Additional related duties are performed on time in a satisfactory manner.</i>   |

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**Deleted:** Artist accepts additional related duties willingly. Participates in group efforts and lends general support to the department when needed.

Required Education and/or Experience/Knowledge:

Bachelor's degree or commensurate experience in Art, Design or other relevant discipline. Minimum of three years layout and design experience.

Required Skills:

Proficiency in the software *currently used in the work environment,*

Proficiency in the use of clip art, photos, and illustrations to create an element. Be able to use type size, fonts, kerning, orientation, and other characteristics to create effective typography.

Ability to use traditional material and/or computer software to *create/manipulate* art as needed.

Demonstrated ability to work well under pressure, meet tight deadlines and establish and maintain positive work relationships with co-workers and internal *and external* customers.

Proficiency in technique and processes used to prepare art and electronic files for *destination medium.*

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 - Photoshop  
 - Quark Express  
 - Illustrator  
 Scanning  
 DTI System  
 Multi-Ad

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This position reports to:

*Various Advertising managers*

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