



**Location:** Owings Mills, MD

**Updated:** 07.11.2018

**Job Title:** Ad Specialty and Apparel Graphic Designer

**Department:** Creative Services

**Reports To:** Graphics Team Lead

**Position Summary:**

- Develop graphics and layouts for promotional products and apparel
- Liaise with production staff to ensure designed materials will flow smoothly through the production process
- Liaise with clients to ensure the finished product will meet or exceed their expectations
- Creative and imaginative thinking

**Qualifications:**

- Must be respectful, energetic, trustworthy, detail-oriented and highly motivated!
- Must have a keen eye for detail and excellent critical thinking skills
- Must have graphic design experience specifically in promotional products and apparel
- Must be comfortable in computer software – especially a familiarity with InDesign, Illustrator, Photoshop and Microsoft Office, preferably in a PC environment
- Must be able to interface and effectively communicate with our customers as well as our sales and production teams

The successful candidate will be trained and based in our Owings Mills Headquarters, Strategic Factory. The position is exempt and the hours are Monday through Friday from 8:00 am to 5:30 pm.

**Physical Demands and Work Environment**

- Physical demands
  - While performing the duties of this job, one is regularly required to sit at a desk and answer phones and work on computer desktops. Occasionally, standing and walking to copiers, printers, and scanners is required. The team member must occasionally lift and/or move up to 25 pounds.
- Work environment
  - While performing the duties of this job, the team member is regularly exposed to noise typical of an office environment such as printers, computers, and phones operating.

**What does success and failure look like?**

**At the successful completion of your first week, you should be able to:**

1. Have an introductory understanding of the company's products and services
2. Be comfortable navigating the WIP production management software for basic searches and review of job information

3. Understand the established procedures for job filing and be able to interpret work orders; Understand the names and purpose of the various forms utilized by the department
4. Feel comfortable completing a variety of simple graphics jobs in the appropriate software title per our established procedures in order to demonstrate understanding of process and procedure

**At the successful completion of your second week, you should be able to:**

1. Understand the production management reports provided by check-in
2. Understand how jobs are received into the graphics department and passed onto the prepress team
3. Participate actively in proofing sessions
4. Contribute to planning discussions for a variety of graphics production work

**At the successful completion of your first month, you should be able to:**

1. Understand how the schedule for the department's workload is determined, and feel comfortable driving designers to complete their daily workload efficiently through and with the support of their direct managers
2. Be comfortable documenting and implementing SOPs for introductory topics such as file naming conventions and scheduling
3. Make educated decisions about time and attendance matters, independently approving overtime and timecard corrections

**At the successful completion of your second month, you should be able to:**

1. Feel comfortable acting as an independent manager in most situations
2. Feel comfortable assisting in improvement projects that affective multiple departments and effectively set peer expectations through up-front contracting when working on improvement teams
3. Feel comfortable providing feedback to all team members on a variety of creative projects

**At the successful completion of your 90-day introductory and training period, you should be able to:**

1. Feel comfortable providing extensive input during production management meetings, strategic planning sessions and redo debriefings
2. Exhibit ownership of all graphics software and hardware needs
3. Understand graphics scheduling, and be able to serve as a back-up for your direct report when needed during vacation periods
4. Feel comfortable leading improvement initiatives that directly impact multiple departments
5. Serve your team as an independent manager for all routine communications, approving time and attendance matters, assessing performance, and providing feedback - escalating to your manager and Human Resources as needed

**Specific competencies you will be evaluated on are as follows:**

**1. Attention to detail / Quality of work**

- a. Must look at situations beyond the surface, understanding all the requirements. Gain knowledge of a project first hand; don't solely rely on others for their perception. People with a cavalier attitude often fall short when it comes to details. Understand that the quality of the work directly relates to customer satisfaction and overall performance.

**2. Dedication / Commitment**

- a. Do whatever it takes to get the job done. Know that your personal schedule may be impacted at times by work commitments due to the deadline-driven nature of our business.

**3. Lead by example**

- a. Actions speak louder than words. If you expect your team members to perform a certain way, you need to be performing that way. For example, if your attendance is poor, you can expect your team members to also have attendance issues. Through your day-to-day interactions with your team members, you are either gaining their respect or losing it; there's no middle ground.

**4. Follow-up**

- a. It is vital that you get back to your direct reports and peers about questions and concerns. Failure to do so will damage your credibility and will impact the willingness of others to work with you.

**5. Project Comprehension**

- a. Displaying the ability to tie all components of a project together. Having the ability to see the big picture. Having the vision to see how a project will move through to completion, planning accordingly and providing accurate information to the next step of the process.

**6. Analytical ability**

- a. Ability to look at a situation and apply logic in resolving. Having a methodical approach to problem solving; not shooting from the hip.

**7. Decision Maker**

- a. You will need to make difficult decisions and will not be right 100% of the time. To avoid making decisions is avoiding your responsibility. If your supervisor needs to be consulted routinely before you make a decision, you are not doing your job.

**8. Ability to manage independently**

- a. You should keep your manager informed of important topics in your area, but you should be able to effectively manage your department and your workflow on a day to day basis.

**9. Proactive thinker / Problem solver**

- a. Need to continuously be striving for improvements and always questioning processes. If you only make adjustments and improvements when they are pointed out to you, you are not doing your job successfully.

**10. Strong Communication Skills**

- a. You need to become intimately familiar with components and expectations of the up-front contract and apply these communications principles in each interaction. If fellow team members are routinely not getting what you've agreed to when you've agreed to it, we'll know you're struggling.

**11. Strong Organizational skills**

- a. Must be well organized and able to meet deadlines. Need to be able to multi-task and not let one project or responsibility suffer at the expense of another. Written documentation is critical and can't be overlooked. Failure to document and communicate customer and production needs is not acceptable and will result in redone jobs.

**12. Efficiency Driven**

- a. You need to realize the impact your decisions make on the bottom line. If you don't have time to do it right, you will need time to do it over. You must have a global perspective in regard to how your decisions impact the organization.

## **Indicators You Can't Handle the Job**

**We'll know you're struggling if you face challenges related to:**

Absenteeism

Lack of a sense of urgency

Lack of communication to others affected by your actions - upward or downward

Inability to focus on supervisor's assigned tasks – unwillingness to be managed, overstepping authority level

Inability to make sound decisions related to prioritization, time management and customer needs

Frequent customer complaints related to work produced by you or a direct report

Not following up in a timely manner

Not communicating deadline concerns to fellow production managers – continuously missing agreed upon deadlines without communicating ahead of time

Leaving key issues unresolved – Both departmentally or from customer feedback

Frequent interpersonal issues with management peers or fellow team members

Lack of efficiency awareness

Lack of Teamwork – inability to work with your team members, the team must be more important than the individual

Lack of departmental respect – Team members show a disregard for you in your role, you must be worked around

Inability to manage a complex problem – multi-process and/or multi-vendor jobs

Lack of documentation – not having the ability to, or not paying attention to, the written requirements of the job a customer is requesting

Unable to understand the impact your recommendations or actions have on other departments, especially production output and finishing department.