

Catamaran Media, LLC

Job Description

Job Title: Advertising Graphic Artist
Department: Production
Reports To: Production / Creative Manager

SUMMARY

Create, design, edit, layout and output display advertisements for various newspaper publications utilizing technical computer programs and systems within a team environment by performing the following duties.

DUTIES AND RESPONSIBILITIES

- Produces effective advertisements for publication in accordance to scheduled deadlines accurately and efficiently.
- Receives and compiles material from the Ad Traffic Controller to be assembled following written, oral or electronic instructions; reads instructions accompanying material, follows verbal instructions from manager or person requesting document; and interprets format of advertisements.
- Determines format, enters content of advertisements accurately into computer system; establishes type face and size, graphics, position, borders, spacing, margins and other parameters.
- Accurately builds, proof reads ads using various computer software programs. Prints advertisements if necessary, sends an electronic proof to Sales Account Executives. Stores completed ad copy on computer file server. Maintains accurate ad records and related information or material.
- Completes appropriate ad tracking measurement sheets and other necessary forms as required.
- Provides assistance to coworkers and other Graphic Technician's; responds to questions and/or resolves basic and typical problems when necessary.
- Communicates with Sales Account Executives by telephone, IM, e-mail or in person to review ad information and offer suggestions or make recommendation in producing advertising material.
- Maintains consistent communication with Ad Traffic Controller as required.
- The employee is responsible for, and is relied upon, to make accurate and judgmental decisions relating to advertisements including appearance, layout and pagination.
- Responsible for maintaining discretion and confidentiality relating to account detail, advance knowledge of ads to be run, credit and related issues or matters.
- Consults with the Advertising Team Supervisor/Manager, Advertising Manager, Ad Traffic Controller and/or Director regarding unusual or complex matters.

EDUCATION/EXPERIENCE

High school diploma or general education degree; and one year related experience and/or training; or equivalent combination of education and experience. A degree in art is preferred. Experience working with the Adobe Suite software is necessary to effectively perform the essential functions of job. The individual would require a minimum of three to six months to become familiar with the department's work flow from start to finish as well as departmental policies and procedures.

SKILLS/ABILITIES

- The ability and skill to effectively communicate and interact personally or by telephone, IM, or in person with Sales Account Executives and other employees of the organization in a professional and courteous manner is essential.
- Ability to read, comprehend detailed instruction, and write simple instructions, short correspondence, and memos.
- Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals.

- Ability to compute ratio, proportions, and percentages.
- Ability to apply commonsense understanding to interpret and carry out instructions furnished in written, oral, or diagram form.
- Ability to deal with standard situations with only occasional or no variables.
- Ability and skill to design advertisement layouts, select type, art, color and improve or make suggestions as well as alter existing art for specific ad use.
- Ability and skill to operate office machines such as computers, keyboards and related equipment.
- The ability to view computer terminals for long periods of time.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; and talk or hear. The employee is occasionally required to stand and walk. Effectively hand and eye coordination required. Specific vision abilities required by this job include close vision, color vision, peripheral vision, and the ability to adjust focus.

The employee works under consistent moderate pressure while meeting daily deadlines schedules.

This position requires a flexible work schedule and overtime may be required. The regular work schedule may change based on the needs of the department.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.