1. POSITION IDENTIFICATION

<table>
<thead>
<tr>
<th>Department Name:</th>
<th>Lifelong Learning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position Number(s):</td>
<td>6612</td>
</tr>
<tr>
<td>Current Position Classification:</td>
<td>Technician, grade 9</td>
</tr>
<tr>
<td>Department Position Title:</td>
<td>Web and Graphic Design Technician</td>
</tr>
<tr>
<td>Evaluating Supervisor’s Title:</td>
<td>Director, Marketing and Communications</td>
</tr>
<tr>
<td>Date Completed:</td>
<td>February 15, 2017</td>
</tr>
<tr>
<td>Part 1 is being completed by:</td>
<td>Employee</td>
</tr>
<tr>
<td></td>
<td>Evaluating Supervisor</td>
</tr>
</tbody>
</table>

2. POSITION SUMMARY

A summary of the major functions of the position in three or four sentences.

Works as a member of the marketing team to provide high-quality digital and graphic design services for SFU Lifelong Learning. Working under the supervision of the Director, Marketing and Communications and in close partnership with other members of the marketing team, develops a large variety of digital and print marketing materials (e.g., print brochures, flyers and posters, advertising, promotional emails, web videos, images and graphics for social media, etc.) to promote SFU Continuing Studies programs. Updates websites and assists with web analytics research and report preparation, student and event photo and video shoots, and other marketing initiatives. Provides training to Lifelong Learning staff on how to use SFU’s web content and email management systems, digital analytics, and other marketing applications, as needed.

3. MAJOR FUNCTIONS

List the duties and responsibilities of the position in order of frequency (i.e., (D) Daily; (W) Weekly; (M) Monthly; (S) Semester)

Print Projects

Designs and produces high-quality promotional materials (e.g., course catalogues, brochures, flyers, posters, signs, newsletters, reports, print/transit/outdoor advertisements) following direction from Supervisor and Program Directors using design applications (e.g., InDesign, Photoshop, and Illustrator). Creates brochure files in preparation for output to pre-press, and prepares documents in accordance with established pre-press specifications (e.g., crop marks, bleeds, trapping). Uploads files to printers’ sites,
ensuring that all technical production and output requirements are met. Prioritized projects to ensure design deadlines are met. (D)

Orders and reviews printer proofs for accuracy of colour reproduction and printing quality. Colour corrects and troubleshoots when necessary. (W)

Coordinates the timing and delivery dates of print materials and shipping arrangements with printers and other suppliers and assists with brochure distribution when required. (S)

Communicates project specifications (e.g., paper, binding, ink, etc.) to printers following established policies and procedures. Obtains printing cost estimates from printers and requests cost estimates from external suppliers in collaboration with SFU Procurement Services as necessary. Assists with the selection of bid winners, in conjunction with SFU Procurement Services and the Director, Marketing and Communications, based on proposed quality and price. (S)

**Digital Projects**

Assists the Web and Digital Strategist with creating and maintaining SFU Continuing Studies and SFU Lifelong Learning web pages using SFU’s content management system (i.e., Adobe Experience Manager). Assists with the preparation of digital assets and marketing materials for websites using standard design applications (e.g., Photoshop, Dreamweaver, Adobe Acrobat Pro, etc.). Helps to enhance website capabilities and user experience using standard web design applications and programming languages (e.g., HTML, CSS, jQuery and Javascript, etc.). (D)

Designs and produces digital ads, infographics, images for social media posts and other digital assets using standard web design applications (e.g., Photoshop, Dreamweaver, Adobe Acrobat Pro, etc.). (W)

Creates email message templates using the departmental email management system (i.e., Campaigner), assists unit staff with formatting messages, and troubleshoots problems. (W)

Assists in the planning, production, and editing of videos for online distribution using video editing applications (e.g., Final Cut Pro). (W)

Assists in the tracking, reporting and analyzing of website metrics using web analytics software (e.g., Google Analytics, Excel). Troubleshoots analytics tracking and reporting problems as necessary. (W)

Provides group and one-on-one training and technical support to unit staff on how to use the content management system (i.e., Adobe Experience Manager), email management system (i.e., Campaigner), and web analytics application (i.e., Google Analytics). Troubleshoots errors as needed. (W)

Coordinates with IT Services on system upgrades and new functionality requests. (S)

**All Projects**

Takes direction, guidance, and feedback regarding all digital and web projects from the Director, Marketing and Communications, Web and Digital Strategist, Coordinator, Marketing and Communications, Program Directors, and Program Coordinators. Makes design revisions accurately and quickly. (D)

Applies the SFU brand identity and the SFU Continuing Studies key messages to all marketing materials. Works in collaboration with other marketing team members to ensure unified look, feel and message. (D)
Responds to design requests posted on the department’s marketing task list and keeps a record of all printing jobs done yearly. Keeps back-up files of all working documents. Archives digital files of all completed documents produced; files hard copies of printed materials for easy retrieval; updates the file index. (D)

Keeps up-to-date with latest web and graphic design trends and technology. Adopts new applications and design skills as needed by taking courses, workshops, and learning from online resources. (W)

Organizes and coordinates classroom, event, and individual photo and video shoots. Gathers consent forms from individuals who participated in the photo shoots. Maintains a Lifelong Learning photo archive. (S)

4. MINOR FUNCTIONS
List duties and responsibilities that occur annually and periodically throughout the year.

Sends out various packages by calling courier services for pick-up, filling waybills, and following up to ensure they are delivered on time. (D)

Follows up on outstanding invoices and other inquiries from printers and vendors. (S).

Performs other duties and responsibilities consistent with the job description and classification on request.

5. LEVEL OF INDEPENDENCE
Check one box that best describes the level of independence that can be exercised within the position by a fully trained employee.

☐ a) Work is provided with specific instructions describing how and when it should be completed.

☐ b) Work is provided with general instructions. The employee makes choices about how the work will be completed within deadlines.

☒ c) Work is self-directed by the employee. The employee determines what work needs to be completed and when it should be completed to meet deadlines.

☒ d) Work is assigned on a project-by-project basis in the form of broad objectives. The employee evaluates what work needs to be completed within general time frames. Provide examples of project work:

Website Design; Creation of Marketing materials
6. TRAINING EXERCISED
If the position provides training, check each description that applies.

☐ a) Not required to provide training to other individuals.
☒ b) Explains how work is performed in his/her own position to individuals in other positions performing the same or similar work (includes training replacement employees).
☒ c) Provides one-on-one specialized training to other individuals. Considered a specialist in a particular area or field of study. Positions at this level may be designated as the resident department expert.
☐ d) Provides one-on-one training to individuals in other positions. Must have a good understanding of the work of the other positions. Positions at this level may be designated as group leaders or work leaders.
☐ e) Conducts training seminars for groups. Training seminars are normally scheduled and follow a prescribed format. May also develop or assist in the development of training seminars.

7. DIRECTION EXERCISED
Check each description that applies.

☒ a) Not required to provide direction to other individuals.
☐ b) Assigns and/or checks work of other individuals.
☐ c) Schedules, assigns, and checks work of other individuals.
☐ d) In addition to C, establishes work priorities for a unit.
☐ e) In addition to C and D, guides project teams.

8. INTERNAL AND EXTERNAL CONTACTS
List internal and external contacts (i.e., specific positions within own department, other departments, students, faculty, on/off campus vendors, etc.), the duration of each contact (i.e. less than 1 hour at a time, 1-2 hours at a time, more than 2 hours at a time), and the frequency of each contact (i.e. occasional, frequent, or continuous).

<table>
<thead>
<tr>
<th>Type of Contact</th>
<th>Duration</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students, public, instructors</td>
<td>&lt; 1 hour</td>
<td>Occasional</td>
</tr>
<tr>
<td>Marketing and Communications team members</td>
<td>1 - 2 hours</td>
<td>Frequent</td>
</tr>
<tr>
<td>SFU Lifelong Learning staff</td>
<td>&lt; 1 hours</td>
<td>Frequent</td>
</tr>
<tr>
<td>Other SFU staff</td>
<td>&lt; 1 hour</td>
<td>Frequent</td>
</tr>
<tr>
<td>External and internal printers and other suppliers</td>
<td>&lt; 1 hours</td>
<td>Frequent</td>
</tr>
<tr>
<td>Couriers</td>
<td>&lt; 1 hour</td>
<td>Occasional</td>
</tr>
<tr>
<td>Vendors and sales reps</td>
<td>1 - 2 hours</td>
<td>Occasional</td>
</tr>
</tbody>
</table>

9. IMPACT OF ERRORS
Common Errors: Provide a few examples of the most common errors which normally occur in the performance of the work.

- Technical glitches can occur and cause errors
- Not checking proofs before they are printed can result in having to re-print and incurring additional costs to re-print
9. IMPACT OF ERRORS

Common Errors: Provide a few examples of the most common errors which normally occur in the performance of the work.

Uncommon Errors: Provide a few examples of most uncommon errors which infrequently occur in the performance of the work.

- Not meeting deadlines for marketing / promotional items could result in marketing of program being less effective and costing more

10. EFFORT

Describe concentrated periods of auditory (hearing/listening); visual (seeing); perceptual (understanding /comprehending); and physical dexterity (finger/hand movements, eye/hand coordination, lifting, carrying, pushing, pulling, reaching etc.). For each example of effort, indicate the concentrated duration (less than 1 hour at a time, 1-2 hours at a time, more than 2 hours at a time) and frequency (occasional, frequent, continuous).

<table>
<thead>
<tr>
<th>Type of Effort</th>
<th>Duration</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sitting</td>
<td>1 – 2 hours</td>
<td>Frequent</td>
</tr>
<tr>
<td>Fine finger movement (dexterity)</td>
<td>1 – 2 hours</td>
<td>Frequent</td>
</tr>
<tr>
<td>Understanding verbal &amp; written information (visual/perceptual)</td>
<td>1 – 2 hours</td>
<td>Frequent</td>
</tr>
<tr>
<td>Collecting daily mail, dropping off proofs (standing/walking)</td>
<td>&lt; 1 hour</td>
<td>Frequent</td>
</tr>
<tr>
<td>Moving heavy boxes</td>
<td>&lt; 1 hour</td>
<td>Occasional</td>
</tr>
<tr>
<td>Filing</td>
<td>1 – 2 hours</td>
<td>Occasional</td>
</tr>
<tr>
<td>Visual / seeing (working at a video display terminal)</td>
<td>1 – 2 hours</td>
<td>Frequent</td>
</tr>
<tr>
<td>Hearing/listening</td>
<td>&lt; 1 hour</td>
<td>Frequent</td>
</tr>
</tbody>
</table>

11. WORKING CONDITIONS

a) Describe the place(s) where work is performed such as office environment, laboratory, outside work site, etc. Also identify the number of hours (of the total hours worked per week) spent in the place(s).

<table>
<thead>
<tr>
<th>Location</th>
<th>Hours spent as a total of hours worked per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lifelong Learning office, Vancouver Campus</td>
<td>35/35</td>
</tr>
</tbody>
</table>
11. WORKING CONDITIONS

b) Describe any uncomfortable and/or distracting conditions in the workplace(s) which an incumbent is exposed to on a regular basis and the frequency of the exposure. (e.g. interruptions, distracting noise, unpleasant odours, dust, drafts, inks, dyes, cleaning agents, toner for printers, temperature extremes, heavy dust conditions, wetness, fumes, vibrations, etc.)

<table>
<thead>
<tr>
<th>Uncomfortable Conditions</th>
<th>Frequency of Exposure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interruptions</td>
<td>Frequent</td>
</tr>
</tbody>
</table>

c) Describe any potential health or safety hazards etc. and the frequency of exposure of each hazard. (e.g. dealing with complaints and/or verbal/physical abuse; noise levels that interfere with normal speech/hearing; toxic gases or materials; dangerous chemicals, combustibles, radioactive material; repetitive arm, finger, wrist movements or other activities that may result in a physical injury; high speed, pressurized equipment; high voltage; heights above five feet; bio-hazardous wastes, body fluids, etc.)

<table>
<thead>
<tr>
<th>Potential Health or Safety Hazards</th>
<th>Frequency of Exposure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keyboarding, using mouse (repetitive activity)</td>
<td>Frequent</td>
</tr>
<tr>
<td>Dealing with complaints and/or verbal abuse</td>
<td>Occasional</td>
</tr>
</tbody>
</table>

12. CONTINUING EDUCATION

Check each description that applies.

- [ ] a) Does not require any continuing education.
- [x] b) Requires learning new university/department related procedures and/or methods.
- [x] c) Requires learning new procedures and/or methods acquired through reading non-university/department publications.
- [x] d) In addition to B and C, requires registration in formal seminars, training sessions, workshops, conferences, etc.
- [ ] e) In addition to B, C, and D, requires registration in post-secondary courses (one semester/equivalent).

13. QUALIFICATIONS

Minimum required to satisfactorily perform the work.

Formal education qualifications: identify the highest level of formal schooling required.

High school graduation and two years post-secondary education or formal certificate/diploma program equivalent in web and graphic design.

In addition to formal education, identify the certification or program of study required.

In addition to the above qualifications, the number of years of minimum experience are:

3 Years
13. QUALIFICATIONS
Minimum required to satisfactorily perform the work.

Check one:

☑ An equivalent combination of formal education, certificate/program of study and experience is acceptable.

☐ An equivalent combination of education, certificate/program of study and experience is not acceptable because: (please explain)

Occupational Skills: Identify skills specifically required to perform the work of the position.

- Excellent knowledge of design principles, typography, use of space and colour, text placement, usability, and visual flow
- Excellent knowledge of branding principles and ability to apply the brand look and key message to all print and digital marketing materials
- Excellent working knowledge of Macintosh operating system and Microsoft Office applications (e.g., Word, Excel)
- Excellent knowledge of digital content management systems and email management systems (e.g., Adobe Experience Manager, Campaigner)
- Excellent knowledge of pre-press and ability to prepare files for printing
- Excellent knowledge of web analytics
- Good knowledge of video editing applications (e.g., Final Cut Pro) and ability to create and edit web videos for online distribution
- Excellent knowledge of English grammar, spelling, and punctuation
- Excellent communication (oral and written) skills
- Excellent organizational and interpersonal skills
- Good analytical reasoning and problem solving skills
- Ability to develop design composition that blends images, typography, colours and textures
- Ability to colour correct and retouch images at an advanced level
- Ability to analyze and troubleshoot a variety of hardware and software problems
- Ability to use standard multi-media and design applications [i.e., Adobe Creative Suite (InDesign, Illustrator, Photoshop, Dreamweaver, Acrobat Pro)] at an advanced level
- Ability to use web design and development software, tools, and scripting languages (e.g., Quick Time, HTML5, Javascript, CSS) at an advanced level
- Ability to handle complex projects without direction and with a high degree of accuracy
- Ability to establish excellent working relationships with suppliers and printers, from arranging estimates and providing direction to ensuring delivery of product.
- Ability to demonstrate flexibility and adaptability in responding to critiques of work
- Ability to quickly learn new computer software applications and procedures
- Ability to work as a member of a team
- Ability to exercise mature judgment and initiative
- Ability to follow oral and written instructions
- Ability to train others in the use of new web-based applications and technologies.
• Ability to work evenings and weekends when required.
• Ability to attend job-related training sessions on software or hardware developments, graphic design, illustration, photography, corporate writing.
• Ability to lift and move supplies and materials weighing up to 10 kg.