

CITY OF MADISON POSITION DESCRIPTION

1. Name of Employee (or "vacant"):
Donna Collingwood
Work Phone: 608-266-4635
 2. Class Title (i.e. payroll title):
Clerk Typist 2
 3. Working Title (if any):
 4. Name & Class of First-Line Supervisor:
Nancy Prusaitis, Program Assistant 3
Work Phone: 608-266-4807
 5. Department, Division & Section:
Planning and Community and Economic Development
Office of the Director
 6. Work Address:
215 Martin Luther King, lower level
 7. Hours/Week: 19.38
Start time: 7:30 End time: 12:40
 8. Date of hire in this position:
01/08/2008
 9. From approximately what date has employee performed the work currently assigned:
March of 2008
-

10. Position Summary:

Organize and maintain information and resources for graphics, publications and marketing. Resize and reformat photos. Use graphics programs to rework existing designs and produce materials such as invitations, newsletters, logos, brochures, flyers, plans and web pages. Independently plan and execute multiple projects simultaneously. Coordinate and implement printing and finishing. Update web site.

11. Functions and Worker Activities: (Do NOT include duties done on an "Out-of-Class" basis.)

25% A. Graphic Design

1. Concept and design brochures, newsletters, logos and other printed pieces
2. Choose colors, fonts, graphics to convey concept keeping target audience in mind
3. Recommend best printing or publishing methods
4. Create slide shows and powerpoint presentations

5. Advise department on current trends and practices in web and publication design

35% B. Layout and production

1. Layout publications—configure for booklet format or PDF, determine pages
2. Edit publications—make changes as requested
3. Prepare for printing—if commercially printed, preflight documents so there are no issues at press, if printed in house, prepare accordingly
4. Prepare photos for printing and/or web use
5. Update web site

40% C. Front desk reception

1. Answer department phones
2. Assist walk in customers
3. Sort mail

12. Primary knowledge, skills and abilities required:

Knowledge of design concepts: layout, color, hierarchy, typography, eye flow, visual impact. Proficient at using design software including InDesign, Acrobat, Illustrator and PhotoShop. Knowledge of commercial printing practices (including color separation and finishing options) and preflighting files. Knowledge of file compression and ftp. Familiarity with marketing principles.

13. Special tools and equipment required:

Adobe software: InDesign, Illustrator, Acrobat and PhotoShop, large monitor (20" range),

14. Required licenses and/or registration:

none

15. Physical requirements:

Good eyesight, ability to sit at a desk for extended periods

16. Supervision received (level and type):

Supervised by Program Assistant 3 and Department Head.

17. Leadership Responsibilities:

- This position: is responsible for supervisory activities (Supervisory Analysis Form attached).
 has no leadership responsibility.
 provides general leadership (please provide detail under Function Statement).

18. Employee Acknowledgment:

- I prepared this form and believe that it accurately describes my position.
 I have been provided with this description of my assignment by my supervisor.
 Other comments (see attached).



EMPLOYEE

7-8-10

DATE

19. Supervisor Statement:

- I have prepared this form and believe that it accurately describes this position.
- I have reviewed this form, as prepared by the employee, and believe that it accurately describes this position.
- I have reviewed this form, as prepared by the employee, and find that it differs from my assessment of the position. I have discussed these concerns with the employee and provided them with my written comments (which are attached).
- I do not believe that the document should be used as the official description of this position (i.e., for purposes of official decisions).
- Other comments (see attached).

Mary A. Prusaitis
SUPERVISOR

7-8-10
DATE

Note: Instructions and additional forms are available from the Human Resources Dept., Room 501, City-County Bldg. or by calling 266-4615.