

Fort Worth Independent School District
Job Description

Title	<u>Coordinator III - Branding</u>
Building/Campus	#466 Office of Communications
Duty Days	240
Req #	7116 - 1
Pay Grade	S11
Salary: From	54,200.00
Salary: To	67,800.00
General Summary	Serve as branding leader and strategist; perform as graphic designer and create visual solutions serving all stakeholders.
Job Duties	<ul style="list-style-type: none"> · Serve as lead designer and art director for a multitude of projects/initiatives for both internal and external audiences. · Ensure that each designed piece works within the visual identity of the District. · Serve as the branding leader or "watchdog" for the district, viewing all marketing pieces and bringing all into compliance with agreed-upon strategy. · Collaborate with the Web master/creative coordinator on formulating the most effective way to support a · Review the mock-up design of graphics, web site and the written word for errors before final publication. · Work collaboratively both within the Communications Department and other FWISD departments. · Perform other job related duties as assigned.
Job Qualifications	<ul style="list-style-type: none"> · Bachelor's degree in visual communication, journalism, marketing, advertising, or related field from an accredited college or university. · Four years experience in graphic design. · Experience as print or broadcast reporter, editor or manager is a tremendous plus. · Commanding knowledge of branding and marketing and how to disseminate messages. · Strong background in copy writing, specifically advertising. · Bilingual skills (English/Spanish), preferred. · Knowledge of: <ul style="list-style-type: none"> · The District's policies, procedures, and regulations. · design programs for local media market. · strong oral and written communication skills. · telephone techniques and etiquette. · correct English usage, grammar, spelling, punctuation, and vocabulary. · interpersonal skills using tact, patience, and courtesy. · Adept in the use of computer software programs that produce design products. · Ability to: <ul style="list-style-type: none"> · to bring others on board through diplomacy and persuasion. · work well with all levels of internal management and staff, as well as outside clients and vendors. · exercise discretion regarding matters of sensitive or confidential nature. · exercise judgment in setting priorities. · provide information and assistance to senior staff, other District personnel, office staff, parents, and/or outside agencies relative to District/department programs and activities. · initiate and compose correspondence and written materials independently. · multi-task, various project loads, often with tight turnaround timelines. · assume responsibility and exercise sound judgment. · Strong editing/proofing abilities.
Application Requirements	<p>Must complete an online application and attach a resume. Two job related reference letters required if hired. Appropriate license(s)/certification(s) required if hired. Official transcripts required if hired. All foreign transcripts must be equivocated through an approved agency.</p> <p>(Click here for equivocation list)</p>
Additional Job Information	<u>PHYSICAL JOB REQUIREMENTS</u>

Physical Demands Reference

Occasionally (0-33% of a day, 0-32 repetitions)

Frequently (34-66% of day, 22-300 repetitions)

Constantly (67-100% of day, > 200+ repetitions)

Physical Demand

Exerting 20 to 50 pounds of force occasionally, and/or 10 to 25 pounds of force frequently, and/or greater than negligible up to 10 pounds of force constantly to move objects.

Environmental Conditions

Indoors, in controlled environment, exposed to weather elements only when transporting self from car to building and vice versa, exposed to distracting noise from hallway.

A detailed list of physical job requirements is available from the Compensation Department. These statements are intended to describe the general nature and level of work being performed by people assigned to this job. They are not intended to be an exhaustive list of all job responsibilities.