



JOB SPECIFICATION

Code 11060
Grade GS_50

EDUCATION GRAPHICS SPECIALIST

General Purpose

Under general supervision, assist in the development of educational curricula and make public presentations.

Typical Duties

Research, design, develop, edit produce and critique educational curricula. Involves: Identify program purpose and learning objectives, review literature, plan lessons and standardize lectures. Review of professional journals, the Internet and teaching aids for pertinent information. Distribute educational/promotional materials and answer questions regarding exhibits. Use of audio video equipment and personal computers.

Provide public and ground tours, and make presentations to visitors regarding departmental services. Involves: Working with school districts, adult programs, community groups and local companies. Travel to schools and community events to make presentations. Record numbers of individuals attending tours/presentations. Work with, handle, care for and feed education program animals, which include reptiles, birds, mammals and invertebrates.

Design or oversee the development and production of posters, newsletters, annual report, briefing packets, exhibits, displays, billboards, signage, fliers and other visual aids. Involves: Research, photography, graphics design, digitizing images, compiling images and data. Use of scanner, color copier, laser printer, and related software. Operate computers and utilize graphics software programs to develop images and layouts. Mark up, paste and assemble final layout for printing. Assist with design and preparation of exhibit, artwork, murals and lighting. Transport materials and supplies. Consult with animal care workers, graphic technicians, and other professionals regarding accuracy of graphics and text.

Maintain department web site information and curriculum materials. Involves: Update existing information, site format modification, create and delete pages as needed, programming special features. Assist in the purchase of materials, equipment and office supplies within approved budget and purchasing requirements. Identify vendor and best price.

May assist Zoological Society Volunteer Coordinator with supervision of volunteers. Involves: Assist in screening applications and individual applicants, orienting volunteers and following through on some disciplinary actions. Ensure volunteers are safe in the work environment. Present curriculum for zoo camps.

May substitute for immediate supervisor during temporary absences.



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Knowledge, Skills, and Abilities

- Application of good knowledge of graphic design, brochure layout, photographic, desktop computer software graphics and design programs.
- Application of good knowledge of tools and equipment operations, such as scanners, copiers, laser printers, personal computers and 35mm or digital cameras.
- Application of good knowledge of public information communication techniques, including methods to garner audience interest.
- Application of some knowledge of supervisory techniques, and pertinent federal, state and local labor and safety rules and regulations.
- Application of creativity and imagination.
- Clear and concise oral and written communication to prepare and present presentations to customers.
- Interpretation of oral and written instructions.
- Establish and maintain effective working relationships with society, volunteers, coworkers, general public, students, teachers, schools and the media.
- Work under pressure to meet deadlines.

Other Job Characteristics

- Considerable personal locomotion during the day may be necessary to complete job duties.
- Work in shop environment.
- Lift equipment, materials and work product weighing up to 50 pounds.
- Some positions may be exposed to the possibility of animal bites, scratches, infectious disease, such as rabies, hepatitis.
- Overtime, flextime shift and weekend work required.

Minimum Qualifications

Education and Experience: A Bachelor's degree in education, marketing, mass communications, computer graphics, advertising or a related field, and two (2) years experience preparing or designing written, visual or pictorial educational materials.

Licenses and Certificates: Some positions may require a Texas Class "C" Driver's License or equivalent from another state.

Special Requirements: Positions requiring a CDL or positions of a safety sensitive nature are subject to drug and alcohol testing in accordance with federal regulations.