

KERN COUNTY SUPERINTENDENT OF SCHOOLS
APPROVED AUGUST 2026
RANGE: 48.0
CLASSIFIED
CODE: NONE

LEAD GRAPHIC ARTIST

DEFINITION

Under general supervision, the Lead Graphic Artist will conceptualize and execute visually compelling design assets including design of publications for printing or digital distribution; digital illustrations, and other graphics for both printed and digital presentations.

EXAMPLES OF DUTIES

Oversee design quality of department design projects to ensure all communications align with office brand standards;

create original designs and production files using layout, color, typography, illustration, photography and graphics for: identity design including logos, brand guidelines, and related identity materials;

design brochures, booklets, flyers and other printed materials;

design exhibits, signage, promotional items, information graphics and ads;

design graphics for use on screens for social media, presentations, web, video and User Interface displays;

understand the production or distribution process for a project and prepare materials in accordance with those requirements, providing high quality files and instructions;

meet with clients, co-workers, community members and/or vendors to plan project concepts, production requirements, production schedules and budgets;

maintain appropriate files necessary to prepare and execute projects on short notice using various electronic and traditional graphics, materials and sources;

perform other related duties as assigned.

QUALIFICATIONS

Knowledge of:

Advanced proficiency in industry standard design software including Adobe Photoshop, Illustrator, InDesign and Acrobat Professional;

design using principles of form, composition, typography, color and imagery;

advanced understanding of production processes for commercial printing, specialty printing and signage;

software programs including Microsoft Word, Excel, PowerPoint, Canva;

ADA and Accessibility requirements for digital documents as directed by office administration;

digital AI tools as related to graphic design, creation and production;

digital asset management systems;

network and cloud file organization/storage and file naming conventions.

Ability to:

Effectively use a variety of artistic media, materials and techniques;

format and prepare files for print production or digital publication ensuring precise color profiles, resolution, bleeds and other preparations that ensure accurate physical finishing of the project;

create a finished product from a verbal or rough concept;

strong communication and writing skills;

effective time management and organizational skills;

work in a fast-paced and deadline driven environment;

work both independently and collaboratively with co-workers, managers and clients;

address problems using reasoning and judgement to develop practical and creative solutions

understand and follow oral and written directions;

establish and maintain cooperative and effective working relationships with others.

Experience:

Five years of professional graphic design experience.

Education:

Education equivalent to the completion of an Associate of Arts degree, including or supplemented by coursework or training in printing, graphic arts, layout, design, or closely related subject areas.

OR

Work experience in a comparable position can be substituted on a year-to-year basis in place of post high school education requirement.

Conditions of employment:

Some positions may require proof of privately owned automobile insurance and possession of a valid California Motor Vehicle operator's license which must be maintained for the duration of the assignment.

Fingerprint clearance by both the Federal Bureau of Investigation and the California Department of Justice is a condition of appointment after all other required job conditions have been met.

Must present verification of completion of Child Abuse Mandated Reporter training or obtain verification within six (6) weeks of hire and annually thereafter, as required by the California Child Abuse and Neglect Reporting Act.

This position has a probationary period of six months or 130 days, whichever is longer.

CP:rn

8/6/2026

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