

# Position Description

Read each heading carefully before proceeding. Make statements simple, brief, and complete. Be certain the form is signed. Send the original to the Division of Personnel Services.

CHECK ONE: ☐ NEW POSITION    ☒ EXISTING POSITION

**Part I - Items 1 through 12 to be completed by department head or personnel office.**

1. Agency Name <b>Kansas Historical Society</b>		9. Position No. <b>K0091027</b>	10. Budget Program Number 01031
2. Employee Name (leave blank if position vacant) <b>Vacant</b>		11. Present Class Title (if existing position) <b>Graphic Designer Specialist</b>	
3. Division <b>Administration</b>		12. Proposed Class Title	
4. Section <b>Communications</b>		For Use By Personnel Office	13. Allocation
5. Unit			14. Effective Date
6. Location City <b>Topeka</b> County <b>Shawnee</b>			15. By _____ Approved
7. (circle appropriate time) <div>Full time      Perm.      Inter. Part time      Temp.      %100</div>			16. Audit Date: _____ By: _____ Date: _____ By: _____
8. Regular hours of work: (circle appropriate time) <b>8 a.m. – 5 p.m.</b>			17. Audit Date: _____ By: _____ Date: _____ By: _____

Agency Number

Position Number

**PART II - To be completed by department head, personnel office, or supervisor of the position**

18. If this is a request to reallocate a position, briefly describe the reorganization, reassignment of work, new function added by law or other factors which changed the duties and responsibilities of the position.

19. Who is the supervisor of this position? (Who assigns work, gives directions, answers questions and is directly in charge.)		
Name	Title	Position Number
	Public Information Officer I	W0000090932
Who evaluates the work of an incumbent in this position?		
Name	Title	Position Number
	Public Information Officer I	W0000090932

20. a) How much latitude is allowed employee in completing the work? b) What kinds of instructions, methods and guidelines are given to the employee in this position to help do the work? c) State how and in what detail assignments are made.

The employee works in consultation with their supervisor within the agency’s established plans, guidelines, and styles. These duties often require the employee to work independently, showing considerable initiative, but just as frequently as a member of a project or production team. The employee must be open to input and constructive criticism from their supervisor and team members. Similarly, the employee is expected to deliver feedback to their colleagues in a professional and constructive manner. Working in the Historical Society’s team-oriented environment requires the employee to maintain harmonious and cooperative working relationships with their supervisor, colleagues, interns/volunteers, agency partners, and the public.

The supervisor will provide assignments and general instructions through in-person meetings, email, Teams, and other forms of communication. The employee will be free to develop appropriate work sequences and will continually review them for efficiency and effectiveness.

21. Describe the work of this position using this page or one additional page only. (Use the following format for describing job duties:)

**What** is the action being done (use an action verb); to **whom** or **what** is the action directed (object of action); **why** is the action being done (be brief); **how** is the action being done (be brief). For each task state: Who reviews it? How often? What is it reviewed for?

	<b>The following tasks and duties apply to the Kansas Historical Society, which includes the Kansas Museum of History, State Archives, State Historic Sites, Archeology and Historic Preservation programs, as well as other temporary and permanent projects in which the agency is involved.</b>
1. 50%	<b>Graphic Design</b> – Participates in all phases of the design process, from conception to implementation. Develops designs and layouts for the agency’s various print and electronic platforms, including a bimonthly publication, website, social media, electronic news updates, signs, fliers, brochures, programs, and other graphic work. Uses tools like Adobe Creative Suite (InDesign, Illustrator, Photoshop, Lightroom), Canva, Constant Contact, and Issuu to develop and upload content. Presents work for review by the supervisor, agency teams, and/or the requesting staff member. Coordinates with staff members and printers/contractors to ensure production is on schedule and within budget. Maintains file management for previous project assets.
2. 25%	<b>Photography and Videography</b> – Shoots high-quality stills and videos, records audio, and uses lighting equipment as part of the content creation process. Edits and produces engaging material for use in the bimonthly publication, website, YouTube, social media (posts, reels, and stories), and other marketing and promotional materials. Uses tools like Adobe Creative Suite (Photoshop, Lightroom, Premiere Pro), Final Cut Pro, GarageBand, Canva, Meta Business Suite, and YouTube to prepare and upload content. Responsible for selecting, cleaning, and organizing photo and video equipment, and managing files of audiovisual assets.
3. 15%	<b>Marketing and Communications</b> – Participates in agency teams to help determine branding and messaging strategies and increase public awareness of sites, programs, and resources. Helps the communications team identify agency and audience needs and set departmental priorities. Assists team with planning, coordinating, and hosting special events.
4. 10%	<b>Program Support</b> – May also assist with website and social media updates, writing and editing, historical research, media requests, public information, data collection and evaluation, and other tasks as needed.

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- 22.a. If work involves leadership, supervisory, or management responsibilities, check the statement which best describes the position.
- ☐ Lead worker assigns, trains, schedules, oversees, or reviews work of others.
  - ☐ Plans, staffs, evaluates, and directs work of employees of a work unit.
  - ☐ Delegates authority to carry out work of a unit to subordinate supervisors or managers.
- b. List the names, class titles, and position numbers of all persons who are supervised directly by employee on this position.

<u>Title</u>	<u>Position Number</u>	<u>Name</u>
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23. Which statement best describes the results of error in action or decision of this employee?
- ☐ Minimal property damage, minor injury, minor disruption of the flow of work.
  - ☐ Moderate loss of time, injury, damage, or adverse impact on health and welfare of others.
  - ☒ Major program failure, major property loss, or serious injury or incapacitation.
  - ☐ Loss of life, disruption of operations of a major agency.
- Please give examples.

The employee must be able to work in a fast-paced, rapidly changing environment. Inability to keep to schedule and budget in developing graphic work and marketing materials could cause significant problems for the agency. Falling behind on projects would result in the agency's sites, programs, and resources not being properly promoted, which could lead to loss of participation, engagement, and/or funding/donations.

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24. For what purpose, with whom and how frequently are contacts made with the public, other employees or officials?

Daily contact is made with the Public Information Officer I to determine and reevaluate priorities. This person will collaborate with the communications team, public outreach team, and/or exhibits designer on a weekly basis. Coordination with the Executive Director and other division staff will occur as needed. Regular contact will be made with the state printer's office, private printers, and other contractors and suppliers.

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25. What hazards, risks or discomforts exist on the job or in the work environment?

The close work of designing by hand or computer can present the possibility of considerable eyestrain as well as neck, back, shoulder, and arm discomfort. This person must be able to hold and operate photo and video equipment for long periods of time. This position will occasionally assist with special events and site visits, which can cause considerable physical fatigue.

Occasional in-state travel and evening and weekend work will be required.

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26. List machines or equipment used regularly in the work of this position. Indicate the frequency with which they are used.

Daily: Computers (Windows and Apple IOS), iPad, printer, Nextiva telephone, etc.

Weekly/Monthly: iPhone, Nikon and Sony cameras, gimbal stabilizer, tripod, microphones and other sound equipment, external hard drive, SD card reader, cables, adapters, etc.

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**PART III - To be completed by the department head or personnel office**

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27. List in the spaces below the minimum amounts of education and experience which you believe to be necessary for an employee to begin employment in this position.

Education – General -----Must possess the following:

Four years of experience in graphic art, design, commercial art. Experience in fine arts, photography, film, marketing, advertising, public relations, communications, journalism, or public or business administration. Education may be substituted for experience as determined relevant by the agency.

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Education or Training - Special or professional

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Licenses, certificates, and registrations

Driver's license.

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Special knowledge, skills, and abilities

Knowledge of procedures, practices, software, and equipment used to design and prepare publications, web and social media content, signage, and other promotional materials. Familiarity with branding, audience-driven marketing, public relations, research and writing, and Kansas history is a plus. Must be able to keep current with changing technology and practices, including design and editing software, photo and video equipment, social media, digital marketing, and diversity, equity, inclusion, and accessibility standards.

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Experience - Length in years and kind

Two years of professional experience with graphic design, photography and videography, and/or marketing. Strongly desire experience with InDesign and other Adobe Creative Cloud applications. Demonstrated history of juggling multiple projects in a deadline-driven atmosphere, maintaining effective working relationships, and giving and receiving constructive criticism.

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**28. SPECIAL QUALIFICATIONS**  
State any additional qualifications for this position that are necessary either as a physical requirement of an incumbent on the job, a necessary special requirement, a bona fide occupational qualification (BFOQ) or other requirement that does not contradict the education and experience statement on the class specification. A special requirement must be listed here in order to obtain selective certification.

**28. SPECIAL QUALIFICATIONS**  
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**Approved:**

Signature of Employee

Date \_\_\_\_\_

Signature of Personnel Officer

Date

Signature of Supervisor

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Date

Signature of Agency Head or  
Appointing Authority

Date \_\_\_\_\_

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