

Communications Job Family: Digital Designer Progression

These generic job title summaries are intended to indicate the kinds of tasks and levels of work complexity that will be required of positions classified to any of these titles and are not intended to be construed as declaring the specific duties and responsibilities of any particular position. The use of particular expressions or illustrations describing functions within a specific job title does not exclude other duties of a similar kind and/or level of complexity. Positions are classified to a particular job title based upon the predominant level of expected work complexity. ***A position that is classified into this title and band must meet the Cornell requirements for exemption under the FLSA***

GENERIC JOB PROFILE SUMMARIES

Digital Designer II INDIVIDUAL CONTRIBUTOR	Digital Designer III INDIVIDUAL CONTRIBUTOR	Digital Designer IV INDIVIDUAL CONTRIBUTOR
Organize and create visually appealing designs (e.g. information and artistic graphics, animations, social media posts, illustrations) for a variety of platforms within a budget and timeline while meeting client needs and enhancing user experience.	Conceptualize, organize, develop, and produce visually appealing complex designs (e.g. information and artistic graphics, animations, social media posts, illustrations) for a variety of platforms within a budget and timeline while meeting client needs and enhancing user experience.	Conceptualize, organize, design and produce a wide variety of complex design elements for various communications channels and platforms to meet brand objectives and enhance user experience.
Meet and collaborate with clients and project teams to develop visual solutions to meet communication needs. Create and present key creative concepts and walk-through mock-ups for design evaluation with clients and project teams.	Meet and collaborate with clients and project teams to independently assess and develop visual solutions to meet communication needs. Develop and present key creative concepts and walk-through mock-ups for design evaluation with stakeholders and project teams.	Consult and collaborate with all levels of stakeholders to define and achieve appropriate design objectives and strategies for each project. Develop, oversee and present key creative concepts and walk-through mock-ups for design evaluation with key stakeholders and leadership.
Develop concepts, layouts and elements for various design approaches that best represent the objectives of the project to effectively communicate the messages/brand being promoted. Utilize/customize templates in addition to creating original designs.	Conceptualize and develop concepts, layouts and elements for various design approaches that best represent the objectives of the project and effectively communicate the messages/brand being promoted. Create templates that can be utilized by others and customized for future projects in addition to creating original designs.	Research, conceptualize and develop design strategy, concepts, layouts and elements for various design approaches that best represent the objectives of the project to effectively communicate the messages/brand being promoted. Develop complex templates that can be utilized by others and customized for future projects in addition to producing original designs.
Communicate the finalized designs to the electronic media staff to ensure quality standards are upheld and that the designs remain versatile.	Present and discuss finalized designs to clients ensuring alignment with their vision while maintaining high standards of quality and versatility.	Ensure finalized designs are in alignment with client’s strategic objectives while upholding high standards of quality and versatility for future enhancements.
Assist with developing and formalizing project requirements; monitor project progress.	Develop and formalize project requirements. Work independently on strategic issues with clients, engage in problem solving and manage	Develop and oversee project requirements. Work independently on strategic issues with key stakeholders and leadership, engage in problem

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	complex projects; ensure adherence to deadlines, project goals and objectives.	solving and manage complex projects; ensure adherence to deadlines, project goals and objectives.
Implement and promote the unit’s visual guidelines to maintain integrity of Cornell University branding; stay abreast of the latest design trends and technology, and experiment with how to integrate them into the organization’s brand.	Implement and promote the unit’s visual guidelines to maintain integrity of Cornell University branding; stay abreast of the latest design trends and technology, and experiment with how to integrate them into the organization’s brand.	Implement and promote the unit’s visual guidelines to maintain integrity of Cornell University branding; stay abreast of the latest design trends and technology, and lead experimentation of integration them into the organization’s brand.

JOB FACTOR PROFILE TABLE

FACTOR PROFILE	10424 DIGITAL DESIGNER II, BAND E	10425 DIGITAL DESIGNER III, BAND F	12303 DIGITAL DESIGNER IV, BAND G
MINIMUM EDUCATION AND EXPERIENCE EQUIVALENCY	Trade/technical/vocational school degree/Associate’s degree and 2 to 4 years relevant experience or equivalent combination.	Bachelor's degree and 2 to 4 years relevant experience or equivalent combination.	Bachelor's degree and 3 to 5 years relevant experience or equivalent combination.
IMPACT	Moderate impact	Moderate impact	Substantial impact
CONTACTS - INSIDE	Assist others Cooperation of task completion	Coordinate activities Contribute to group projects	Provide guidance Coordinate Activities
CONTACTS - OUTSIDE	Provide information that exists within pre-established documents and or programs	Provide information that exists within pre-established documents and or programs	Provide information that exists within pre-established documents and or programs
CONTACTS - STUDENTS	Occasional contact to provide information and instruction	Occasional contact to provide information and instruction	Occasional contact to provide information and instruction

FACTOR PROFILE	10424 DIGITAL DESIGNER II, BAND E	10425 DIGITAL DESIGNER III, BAND F	12303 DIGITAL DESIGNER IV, BAND G
SUPERVISION	Provide occasional guidance on work methods or procedures to employees who do similar work	Day –to-day supervisory direction to employees within the department	Day –to-day supervisory direction to employees within the department
COMPLEXITY	Frequently adapt, combine or make improvements in an existing service, product, process or program. Work requires reasoning skills and judgement.	Occasionally required to develop new, imaginative or innovative solutions, services, products, process or programs. Work requires sophisticated reasoning skills.	Occasionally required to develop new, imaginative or innovative solutions, services, products, process or programs. Work requires sophisticated reasoning skills.
LEVEL OF DECISION MAKING	Responsible for making decisions within prescribed limits and/or providing input to others for decision-making	Responsible for assisting in and influencing decisions concerning policy-setting, research, planning, or students	Responsible for assisting in and influencing decisions concerning policy-setting, research, planning, or students
FREEDOM OF ACTION	Very general Supervision Interpretation of work policies and procedures required. May deviate from standard work practices	Very general Supervision Interpretation of work policies and procedures required. May deviate from standard work practices	Very general Supervision Interpretation of work policies and procedures required. May deviate from standard work practices
EFFECT OF DECISION MAKING	Directly affect a functional area Minimal effect on students and employees	Directly affect multiple functional areas Limited effect on students and employees	Directly affect multiple functional areas Limited effect on students and employees
WORKING CONDITIONS	Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required	Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required	Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required