

# Graphic Artist/Classified Ad Production Job Description

## General Requirements

- Enrolled at UTA throughout each semester on *The Shorthorn* staff and making steady progress toward a UTA degree.
- Report to work regularly and as needed to fulfill responsibilities of the position.
- Meet deadlines. Newspapers live and die by deadlines. There is no such thing as almost meeting a deadline.
- Attend staff meetings as scheduled.
- Keep a portfolio of your work.
- Read critiques when posted and participate in workshops and other opportunities to improve skills.
- Meet all UTA and Office of Student Publications requirements and follow all policies and guidelines.
- Keep up with what's going on that affects UTA students and other UTA community members. Read other local newspapers. Watch the local news, read notices on bulletin boards, pay attention to what people are talking about, etc.

## Specific Job Duties & Requirements

- Create display ads sold by advertising representatives.
- Create and layout the classified page.
- Create spec ads within a two-business-day timeframe of receiving the request from the ad reps.
- Communicate with ad reps to ensure a properly-designed ad for their client.
- Design ads that can be used for fill space or to promote Student Publications news and events.
- Be available to work shifts as needed by the Production Manager, Monday through Friday.
- Maintain a working knowledge of Adobe InDesign and/or QuarkXPress, as well as Photoshop and Illustrator.
- Produce classified ad pages for the daily *Shorthorn*.
- Produce house promotional/marketing pieces.
- Assist production manager and advertising manager with projects as needed.
- Perform other tasks as assigned.

## Compensation

- This position is paid by the shift.