

GRAPHIC DESIGNER

DEFINITION

To perform professional work in the design and production of promotional, informational and public relations materials and publications; to develop, conceptualize, design and coordinate artistic and graphic design projects in accordance with City brand standards; and to provide technical assistance with a variety of related projects.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from assigned management or supervisory staff.

EXAMPLES OF ESSENTIAL DUTIES - Duties may include, but are not limited to, the following:

Create a variety of visual content, including but not limited to, logos, printed materials, reports, charts, forms, publications, digital design, artwork, illustrations, animation, images for publication, specialty items, and advertisements.

Assist with the development and implementation of standards for branding and marketing campaigns; serve as advisor to City staff and departments on branding standards.

Assist with the overall development of the City's creative strategy as it relates to website and electronic communications, printed publications, videos, and social media campaigns.

Provide technical design strategy and input in support of other departments, ensuring that highly effective products are produced.

Build out web pages, banners and other features to support the communication needs of the City.

Design, layout and produce publications, reports, logos, infographics, social media graphics, displays, event brochures, signs, banners, forms, and other informational, marketing and promotional collateral.

Evaluate and oversee production resources including coordinating with printers and other vendors on individual publications, cost estimates, press time, and reproduction issues.

Produce camera-ready artwork and logos and manipulate digital photos.

Build and maintain positive working relationships with co-workers, other City employees and the public using principles of good customer service.

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

Procedures, equipment, and supplies necessary for the preparation of illustrative materials for publications, displays, and other printed materials.

Commercial and other printing processes, including format, layout, paper stocks, typefaces and sizes, binding systems, and multi-color reproduction.

Principles and practices of marketing and promotion.

Methods and principles of art design and production, commercial and other printing processes.

Principles and methods of project management.

Design principles and branding.

Development process including schedules, costs, and resources needed to produce high quality work and meet deadlines.

Principles and practices of project management.

Materials and equipment used in graphic work.

Modern office methods including personal computer applications including Adobe Creative Suite.

Ability to:

Manage graphic design and multimedia projects utilizing multiple software products and platforms.

Intermittently review documents related to department operations; observe, identify and problem-solve design issues; understand, interpret and explain department policies and procedures; explain operations and problem-solve office issues for the public and with staff.

On a continuous basis, sit at desk and/or stand at counter for long periods of time. Intermittently twist and reach office equipment; write and use keyboard to communicate through written means; run errands; lift or carry weight of 10 pounds or less.

Effectively provide technical support and guidance to staff as it relates to graphic design and communications messaging.

Utilize HTML to build out web pages, banners and other features.

Develop and organize concepts of design and presentation.

Problem solve and find multiple design solutions, especially under narrow parameters or strict budget restraints.

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Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with those contacted in the course of work.

### Experience and Training

#### Experience:

Two years of increasingly responsible professional experience in graphics production and art design.

AND

#### Training:

A Bachelor's degree from an accredited college or university, preferably in graphic design, graphic communications or a related field.

### License or Certificate

Possession of a valid California driver's license.

11-05-22      Graphic Designer