



## GRAPHIC DESIGN SPECIALIST

*Class specifications are intended to present a description of the range of duties performed by the classification. Specifications are not intended to reflect all duties performed. Classifications will perform other related duties as assigned.*

### **Definition:**

Under supervision, the Graphic Design Specialist performs a wide variety of comprehensive design, production and support services. This position develops, designs and produces informational and promotional materials used to promote and enhance City programs and events.

### **Classification Characteristics:**

The Graphic Design Specialist is an entry level administrative position. The Graphic Design Specialist must be responsible, accurate, proficient and creative in the duties assigned. This position receives direct supervision.

### **Essential Functions:**

- Develop, design layouts of and produces a variety of brochures, flyers, newsletters, marketing folders, posters and other printed material using graphic design software.
- Work in collaboration with all City departments on the design, layout, and editorial content of agency materials to ensure accuracy, consistency and appropriate representation of the City; use brand assets and guidelines to develop and maintain a consistent visual style across designs; periodically communicate project status effectively with City staff.
- Perform specialized design in connection with the preparation of publications, multimedia and similar media using computer aided graphics.
- Assist with the Community Services Department's web and social media presence, ensure pleasing appearance and timely updates.
- Identify and recommend delivery methods for promoting programs, events, and services.
- Photograph and/or record events, programs and activities; manipulate and correct photographic images to incorporate with desktop publishing software.
- Work effectively with City staff in disseminating information related to City programs and events.
- Manage multiple projects simultaneously from concept to completion within established deadlines.
- Operate a variety of office equipment including computers and related software; have the ability to save, input, and retrieve data and test; organize and maintain records.
- Stay current in developments and current practices in the field of graphic design, arts and culture, and other related areas.

**Qualifications:**

Knowledge of:

- Computer graphic design and desktop publishing techniques.
- Creative layout and design in preparation for print production.
- Principles of the use of color and color harmony combinations.
- Basic photography techniques.
- General office procedures, methods, and equipment including computer equipment.
- English usage, spelling, grammar, and punctuation.
- Principles and procedures of record keeping.
- Principles and procedures of numeric and alphabetical filing systems.
- Basic mathematics.

Ability to:

- Use desktop publishing software applications to create illustrative and graphic materials.
- Edit and proofread written copy.
- Operate computer graphics programs.
- Creatively solve problems while showing close attention to details.
- Operate office equipment including a computer.
- Type at a speed necessary for successful job performance.
- Understand and follow oral and written instructions.
- Communicate clearly and concisely, both orally and in writing.
- Work well under pressure to meet established deadlines and demonstrate sound time management skills by effectively and efficiently organizing, prioritizing and completing multiple assignments.
- Establish and maintain cooperative working relationships with those contacted in the course of work, including City staff and the public.
- Maintain physical condition, audio-visual discrimination and perception, and mental capacity appropriate to the working conditions and the performance of assigned duties and responsibilities.

Experience and Training: *Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

Experience:

Three years of experience in computer graphic arts design.

Training:

Equivalent to an Associate's Degree from an accredited college with major coursework in graphic design, marketing, communications or a related field.

License or Certificate:

Possession of a California Class C Driver's License.

**Working Conditions:**

Work in an office environment including sustained posture in a seated position for prolonged periods of time; standing and moving around work area. Position requires grasping objects, repetitive hand movement and fine coordination including use of a computer keyboard. Speaking and acute hearing is required for interaction with City staff. Vision is required for extensive computer work. Lift and carry objects weighing up to 25 pounds.