

PROVO CITY CLASSIFICATION SPECIFICATION	
Title: Graphic Designer	Job Code: 1252
Date: December 12, 2017	EEO Code: PR
FLSA Designation: Exempt	Civil Service Status: Covered (UC)

DEFINITION: This is high-level, professional graphic design work.

CLASSIFICATION STANDARDS: The single position allocated to this classification is responsible to the Media Services Manager and performs all tasks under limited supervision. This work differs from that of Graphic Design Specialist because of more complex, visible duties.

ESSENTIAL DUTIES: Consult with City employees to identify project objectives for City-wide or department-level work; as needed, obtain department director approval for requests; collect data/information, research existing designs, identify specifications, and develop design options from employee concepts; provide corresponding work schedules; design a variety of complex print, press-ready art, and written material; ensure City graphics are current, compliant, and relevant; translate strategic messages and concepts into high-impact visual pieces including print and digital versions of City department logos, pamphlets, advertisements, brochures, posters, and graphic interpretations of statistical data; develop, maintain, and ensure proper use of City branding material; use motion graphics as needed; develop and maintain photo library; shoot, edit, and input photos; manage digital assets using categorized file structure.

Use customer relationship management (CRM) software to manage customer requests; review employees' and the public's feedback of design work; ensure that pre-press production is set; review and approve vendor work for City and departments; create and develop images and material designs for multimedia projects, and interactive media, attend professional conferences, workshops, and production meetings; collaborate with video team; may act as lead worker for Graphic Design Specialists.

MINIMUM REQUIREMENTS: Bachelor's degree in Graphic Design, Fine Arts with a Graphic Design emphasis or a related job field and three (3) years of related professional experience **OR** an equivalent combination of job-related education/experience [substituting each one (1) year of post-secondary education/training for six (6) months of experience]. Ability to operate DSLR camera and extensive knowledge of Adobe Cloud software, specifically InDesign, Photoshop, Illustrator, Acrobat DC, and Lightroom required.

License(s)/Certification(s): A valid, lawful Driver's License is required.

SELECTION FACTORS: *Knowledge of:* modern graphic design techniques, layout, and cloud and computer-based design software; current graphic design concepts and technical capabilities of design; principles of positive customer service; related laws, codes, rules, and regulations governing functions of the position; policies and procedures established for the work system; the operations, functions, and terminology common to the work; basic English composition, spelling, and grammar. *Skill in:* using a variety of current graphic design software applications; researching and collecting data; preparing market survey tools; proofreading and reviewing materials for detail; working independently and on team projects; practicing trust-building behavior. *Ability to:* apply creative designs to projects; use independent judgment on

designs; use a DSLR camera; prepare various materials in electronic and printed format; quickly and accurately perform work; organize assigned work and develop effective work methods; communicate effectively both verbally and in writing; develop and maintain effective working relationships with the public, coworkers, and superiors; and perform duties in a manner that demonstrates respect, integrity, courtesy, and kindness towards fellow workers, customers, and the general public.

TOOLS AND EQUIPMENT USED: Computers, graphic design software, digital camera, and related accessories, printers, office equipment, vehicle.

PHYSICAL DEMANDS: Requires sitting at a computer for long time periods, out-of-office photo shoots or other various branding-related tasks, hiking and hauling long distances with approximately 20 lbs. of camera equipment

ENVIRONMENTAL FACTORS: Requires exposure to the sun for long time periods. May include exposure to potentially stressful circumstances including the meeting of strict deadlines and contact with individuals in potentially difficult situations, and other stressful conditions related to the work place.



 Mayor/Chief Administrative Officer

12/12/17

 Date

NOTE: The above statements describe the general nature and level of work being performed by the person(s) assigned to this classification. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required of personnel so classified. Class specifications are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, change, or delete any and all provisions of this classification at any time as needed without notice. Reasonable accommodations may be made for otherwise qualified individuals who require and request such accommodation. This class specification supersedes earlier versions.