

PROVO CITY CLASSIFICATION SPECIFICATION	
Title: Graphic Design Specialist	Job Code: 1250
Date: December 12, 2017	EEO Code: PR
FLSA Designation: Non-Exempt	Civil Service Status: Covered (UC)

DEFINITION: This is entry-level graphic design work.

CLASSIFICATION STANDARDS: Positions allocated to this classification are responsible to the Media Services Manager and perform all tasks under general supervision. This work differs from that of Graphic Designer by its lower-level duties and lack of supervisory duties.

ESSENTIAL DUTIES: Use raw data to originate, develop, and coordinate graphic arts for City-wide or department projects; collect data/information, research existing designs, identify specifications, and develop design options from employee concepts; provide corresponding work schedules; design a variety of less complex print, press-ready art, and written material for advertisements, informational brochures, flyers, and other documents; translate strategic messages and concepts into high-impact visual pieces, including, but not limited to, print and digital versions of City department logos, pamphlets, brochures, posters, and graphic interpretations of statistical data; develop, maintain, and ensure proper use of City branding material; shoot, edit, and input photos into digital photo library; use motion graphics as needed.

As assigned, collaborate with employees to ensure graphics are current, compliant, and relevant; rely on established guidelines and standards that ensure consistent branding; as needed, attend professional conferences, workshops, and production meetings; perform other related duties as required.

MINIMUM REQUIREMENTS: Bachelor's degree in Graphic Design, Fine Arts with a Graphic Design emphasis, or a related job field and one (1) year 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]. 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; 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; and basic English composition, spelling, and grammar. *Skill in:* operating a computer; 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:* 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; 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, 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.*