



Graphic and Web Designer

SUMMARY

Under general supervision, designs a variety of professional and complex computer-generated graphics, illustrative and photographic materials and prepares accurate typesetting of forms, builds custom graphics and web design, coding webpages or entire websites, flyers, bulletins, reports, marketing materials, publications and other documents, for internal Town departments with a focus on creative content development; Promotes the Town's public relations and branding; disseminates information to the Community; assists in the production of regular and special Town publications; performs related duties as required.

SUPERVISION RECEIVED AND EXERCISED

Receives direct supervision from the Public Information Officer. No direct supervision of staff is exercised.

ESSENTIAL FUNCTIONS -- *Essential functions, as defined under the Americans with Disabilities Act, may include any of the following representative duties, knowledge, and skills. This list is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions and duties performed by incumbents of this class. Employees are required to be in attendance and prepared to begin work at their assigned work location on the specified days and hours. Factors such as regular attendance at the job are not routinely listed in job descriptions but are an essential function. Management reserves the right to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job. Essential duties and responsibilities **may** include, but are not limited to, the following:*

- Develops the overall layout and production design for advertisements, brochures, flyers, digital media, magazines, website, presentations and more.
- Creates visual representations, in both print and electronic media, from ideas and concepts.
- Receives inquiries and provides information to the public and media regarding general and fact-based topics by sending out news releases or responding via telephone or the Citizen Request Management system.
- Assists with the development and coordination of special projects including developing marketing materials to recruit volunteers, writing, and designing sponsorship packages, and communicating with potential sponsors.
- Prepares written publicity materials, such as letters, brochures, flyers, fact sheets, pamphlets, and newsletters.
- Responds to internal work requests for marketing materials or other publications related to special programs or events by designing, writing, and editing or updating new and previously created material.
- Updates and maintains project files, appropriate Town website pages, Town kiosk, photo archives, and historical archives.
- Ensures projects are completed with high quality and on schedule.
- Prioritizes and manages multiple projects within design specifications.
- Works with a wide range of media and uses graphic design software.
- Creates web and social media content, as required.
- Works with departments to establish guidelines and standards for content.

- Ensures the clear, comprehensive, and accurate presentation of the Town's on-line presence.
- Testing and improving the design of the website.
- Maintaining the appearance of websites by enforcing content standards.
- Designing visual imagery for websites and ensuring that they are in line with branding and compliant.
- Incorporating functionalities and features into websites.
- Preparing design plans and presenting the website structure.
- Performs other duties as assigned.

MINIMUM QUALIFICATIONS

Education, Training, and Experience Guidelines

An equivalent combination of training and experience that would provide the required knowledge, skills and abilities may be considered. A typical way to obtain the required qualifications would be:

Equivalent to the completion of the twelfth (12th) grade and two (2) years of college coursework in graphic design, marketing, communications, public relations, or a related field, and two (2) years of experience in computer aided graphics design utilizing computer software programs. Previous experience with Photoshop, Illustrator, In Design, and Procreate is highly desired.

LICENSE AND CERTIFICATION REQUIREMENTS

- Valid California class C driver's license with satisfactory driving record and automobile insurance.

Knowledge of:

- Principles, techniques, practices, and production equipment/materials used in graphic design.
- Principles, practices, and techniques used in the conduct of an effective public information and publicity program for a Town or large public agency.
- Principles, practices, and procedures related to marketing, media relations, reporting, and news writing.
- Principles, practices, and techniques of handling and reporting confidential or politically sensitive information.
- Equipment, materials, procedures, and standards regarding computerized typesetting.
- Current design software and be skilled in every step of the design process, from concept to final deliverable.
- Principles of copy layout.
- Paper types and printing requirements.
- Customer service techniques.
- English usage, grammar, spelling, and punctuation.
- Town codes and ordinances, and administrative rules and regulations affecting departmental operations.
- Techniques for dealing effectively with the public, vendors, contractors, and Town staff, in person and over the telephone.
- Techniques for effectively representing the Town in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Up-to-date experience with international web protocols, standards, and technologies.
- Techniques for providing a high level of customer service to public and Town staff, in person and over the telephone.

Ability to:

- Utilize various graphic software programs related to graphic design that are currently in use by the Town, including, but not limited to Photoshop, Illustrator, In Design, and Procreate.
- Assist in planning, organizing, and coordinating a variety of public information, media, and legislative related activities and programs.
- Create aesthetically attractive and visually balanced documents.
- Analyze situations and identify pertinent problems/issues, conduct research to gather relevant information, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
- Analyze, interpret, summarize, and present administrative and technical information and data in an effective manner.
- Interpret, apply, and explain complex laws, codes, regulations, and ordinances.
- Exercise discretion and maintain confidentiality in sensitive situations.
- Maintain record keeping systems.
- Estimate time and materials needed for completion of work.
- Understand and carry out complex oral and written instructions.
- Follow written and oral instructions.
- Organize work and meet deadlines including adjusting to shifting priorities.
- Establish and maintain cooperative relationships with all persons contacted in the course of work including fellow employees, users of services and outside vendors.
- Communicate effectively both orally and in writing.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment, including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish and maintain effective working relationships with those contacted in the course of the work.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle; to visit various Town and meeting sites; and attend special events requiring standing for extended periods of time, as well as walking between work and even areas, potentially traversing uneven terrain; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, typewriter keyboard, or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects necessary to perform job functions.

Employees work partially in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances; and partially in the field at Town events and are occasionally exposed to loud noise levels, cold and hot temperatures, and inclement weather conditions. Employees may interact with upset staff and/or

public and private representatives in interpreting and enforcing departmental policies and procedures.

May be required to work on evenings, weekends, and holidays to attend Town events.

**FLSA designations cannot be assigned to a class. An employer must show that each employee meets every requirement of the claimed exemption. The FLSA designation listed above is for general administrative guidelines.*