



DATE	March 2015
JOB CODE	
FLSA	NON-EXEMPT
EEO	

JOB TITLE: Graphics/Production Designer
 DEPARTMENT/DIVISION: Marketing Services
 REPORTS TO: Marketing Director

SUMMARY: Responsible for designing and utilizing graphic designs, desktop layouts, photography imaging, art direction, and print to create marketing materials that promote the City of Carrollton while maintaining brand standards and focusing on City image. Coordinates printing and production jobs with vendors. Work is performed with limited supervision.

ESSENTIAL JOB FUNCTIONS:

- Develops and implements graphic designs, desktop layouts, photography imaging, editing, art direction, and printing to meet a diverse range of graphic arts needs for the City, including selecting colors, images, textures, and graphics to create layouts that combine art and technology to communicate ideas through images and the layout of websites and printed pages, with a focus on City image and branding standards.
- Creates pamphlets, brochures, posters, maps, and other publications to promote City programs and activities. Recommends and maintains corporate graphic standards for publications. Coordinates printing and production jobs with vendors. Provides technical support for graphics and/or other related computer software applications.
- Uses a variety of design elements to achieve artistic or decorative effects
- Meets with “client” departments to determine needs, scope of project, and to establish a vision for designs and campaigns. Advises “clients” on strategies to reach a particular audience, and incorporates changes made by the departments into final designs.
- Maintains website events calendars and/or other applicable web pages for the City and the community. Serves as a City web specialist and super user. Assists other specialists with website design questions and needs.
- Designs and manages the City’s government TV 24-7 programming. Maintains and coordinates the distribution of electronic bulletin boards, public meeting replays, and special programming.
- Conducts research, compiles results, and analyzes information in support of performance report preparation and assigned special projects.
- Provides professional level administrative activities in support of departmental operations and goals, including creation of spreadsheets, tracking of expenses, and creation of purchase orders.
- Creates images designed specifically for social media campaigns.
- Edits and proofreads a variety of City communication pieces, and sometimes writes copy.
- Manages contract for translation services provided by external vendors. Formats translated documents into acceptable format prior to distribution.
- Participates in managing contracts and monitoring the performance of external contractors.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Knowledge of photography principles and practices;
- Knowledge of applicable computer design software packages;
- Knowledge of municipal government operations;
- Knowledge of proper use of the English language;
- Knowledge of modern office equipment;
- Knowledge of print production principles;
- Knowledge of media relations principles;
- Skilled in manipulating photographs;
- Skilled in developing graphic design elements;
- Skilled in creating desktop publishing designs;
- Skilled in pre-flighting files for printing;
- Skilled in writing and editing copy;
- Skilled in prioritizing, organizing, and managing multiple simultaneous projects;
- Skilled in preparing clear and concise reports, including written, and audio/visual presentations;
- Skilled in gathering and analyzing information and making recommendations based on findings and in support of organizational goals;
- Skilled in operating a computer and related software applications;
- Skilled in communicating effectively with a variety of individuals.

MINIMUM QUALIFICATIONS:

- Graphic Arts degree and two-three years of experience or a minimum of five years of graphic arts experience in lieu of a degree.
- Excellent verbal and written communication skills.
- Proficient with a wide range of design software, including Adobe CS (Specifically InDesign, Illustrator, and Photoshop).

WORKING CONDITIONS:

- Frequent climbing, balancing, reaching, sitting, standing, walking, talking, seeing, hearing, stooping, kneeling, and manual dexterity.
- Occasional lifting and carrying up to 25 pounds.
- Work is typically performed in both standard office and outdoor environments, with potential exposure to adverse weather conditions.

CONDITIONS OF EMPLOYMENT:

- Must pass pre-employment drug test.
- Must pass criminal history check.
- Must pass motor vehicle records check.