

CITY OF CEDAR RAPIDS POSITION PROFILE	JOB CODE #/TITLE: NB516 Graphic Design Specialist
POSITION #/TITLE: 2757 Graphic Design Specialist	Adopted: 07-15
	Revised:

POSITION DESCRIPTION

Dept /Division: City Manager/Communications Division	Manager Level: Non-Manager
Salary Plan/Description: NBU/Non-Bargaining Unit	Salary Grade: 08
Reports To Position #/Job Code #/JC Title: 2478/NB390/Communications Manager	Dotted-line Reports To Position #/Job Code #/JC Title:
FLSA Status: Exempt	City Overtime Status (Employee Type): Exempt (Salaried)
Physical Demand Rating: Medium	Work Environment: Uncontrolled
Pre-employment Testing: Drug and health screening after contingent offer.	Position Testing: Word, PowerPoint, InDesign, Illustrator, Photoshop
Personal Protective Equipment: None	

General Statement of Duties

Under the direction of the Communications Division Manager, develops and implements marketing and communications programs for the City Manager's Office, Utilities Department, and other City Departments as needed.

Distinguishing Features of the Class

Considerable leeway is granted for the exercise of independent judgment and initiative. Position provides support to the Communications Division and works in cooperation with other City staff, as requested.

Examples of Essential Work (Illustrative Only)

Plans, analyzes, and creates visual solutions to communicate effectively in print and electronic media;
Takes raw data to create graphs, charts, and other documents that people want to read;
Develops the overall layout and production design of City displays, logos, signage, brochures, posters, and other publications;
Maintains City website to ensure consistent, updated information and visuals throughout;
Develops material and images for web pages, interactive media, and multimedia projects;
Work closely with staff in all areas to promote the services and programs they provide;
Produces newsletters, brochures, and other printed material;
Prepares advertisements and other information disseminated to print and electronic media;
Takes photographs and video as needed at City events;
Assures that accessible, easily understood information about the mission, services and programs of the City of Cedar Rapids is readily available to internal and external customers;
Monitors community feedback and responds to questions and concerns about City programs and initiatives;
Establishes relationships with and serves as a liaison to community organizations, and coordinates programs that enhance community relations;
Assists with publications and other media that promote the City's mission, services and programs;

Develops educational material for schools, classrooms, public libraries, and to various youth groups and organizations;
Follows editorial and graphics standards for City community information;
Participates in industry associations and organizations, attends meetings, conferences, and workshops;
Attends work regularly at the designated place and time;
Supports continuous process improvement initiatives;
Performs related duties and responsibilities as required.

Required Knowledge and Abilities

Good knowledge of contemporary computer graphics and design software;
Proficiency in verbal or written communications;
Ability to research, collect, analyze, and present information;
Ability to perform a variety of complex tasks simultaneously;
Ability to effectively communicate using visuals, displays (both electronic and tactile) and text;
Ability to achieve the professional confidence of others and to elicit cooperation from others;
Ability to exercise good judgment and make sound decisions in a manner consistent with the essential job functions;
Ability to communicate with others and to assimilate and understand information in a manner consistent with the essential job functions.
Ability to operate a personal computer using program applications appropriate to assigned duties and responsibilities;
Ability to work cooperatively and to maintain effective working relationships to accomplish job responsibilities;
Ability to quickly learn and put to use new skills and knowledge brought about by rapidly changing information and/or technology;
Ingenuity and inventiveness in the performance of assigned tasks.

Acceptable Experience and Training

Graduation from an accredited college or university with a Bachelor's Degree with a major emphasis in graphic design, marketing or other related field; and
Some experience in graphic design and marketing practices; or
Any equivalent combination of experience and training which provides the knowledge and abilities necessary to perform the work.

Required Special Qualifications

Valid Iowa Driver's License upon appointment.

Essential Physical Abilities

Requires the following, with or without reasonable accommodation:
Sufficient clarity of speech and hearing, which permits the employee to communicate effectively;
Sufficient vision, which permits the employee to review a wide variety of written correspondence, reports, and related material in both electronic and hard copy form;
Sufficient manual dexterity, which permits the employee to operate a vehicle, keyboard and computerized equipment, other office equipment, and produce hand-written materials and notations;
Sufficient personal mobility, which permits the employee to visit worksites and remote field locations with some easily accessible and some not.