



**City of Tigard
Central Services Department**

**Graphics Designer
Job Description**

DEFINITION

Produces and coordinates a wide range of communication materials from conception to the final product stage using computerized and traditional graphic methods; performs a wide variety of routine to moderately complex assignments in graphic design, printed publications, visual displays, and on-screen presentations; designs and produces logos for publications; and develops and formats print layouts; in support of the Central Services Department for citywide projects.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Communications Manager. Exercises no direct supervision of staff.

CLASSIFICATION CHARACTERISTICS

This is a single position, journey level classification in the Communications Division that exercises independent judgment. Incumbents at this level are capable of applying citywide printing and electronic communication standards through planning, designing, and producing camera-ready art and written materials ranging in complexity for customers within the city. This class is distinguished from the Communications Manager in that the latter has full management and supervisory authority for planning, organizing, and directing the full scope of operations within the Communications Division.

ESSENTIAL JOB FUNCTIONS

- Professionally conceptualizes and designs city materials and publications from rough data or customer concepts. Plans, organizes, develops and designs a variety of citywide and department level projects and electronic communications ranging in complexity; produces camera-ready art or written material for major documents, websites and informational programs; uses independent judgment based on knowledge of design principles; determines project objectives. Examples of projects include display materials, newsletters, posters, report covers and brochures.
- Consults with customers to determine project objectives, gathers information and develops design options and specifications, estimates materials, equipment, budget and time schedules to complete projects.
- Proofreads and edits a variety of documents ranging in complexity and length submitted from all city departments using a variety of software applications and/or graphic arts material; provides suggestions for enhancing the appearance of documents including design styles and colors; uses independent judgment based on knowledge of the English language
- Researches, writes and/or synthesizes text for project materials; provides information to help staff and the public interpret and understand graphic presentations; researches effective visual outreach effects and methods.

- Acts as design liaison to committees for design of citywide and department level print and electronic communications.
- Evaluates publication/design work produced for public dissemination by staff in other departments and makes revisions or recommendations for revisions based on the city's branding standards.
- May provide assistance to vendors/contractors to ensure the appropriate use of the city logo and city design standards when these organizations are involved in producing informational materials on behalf of the city.
- Continually updates knowledge of graphics, computer technology, and graphics reproduction technology.
- Performs other duties as assigned.

JOB QUALIFICATIONS

Knowledge of:

- Principles and practices of graphic design, layout, and word processing.
- Professional graphic design techniques and software for print and web applications.
- Related computer hardware including scanning, printing, and photographic equipment.
- Modern office practices, methods and computer equipment.
- Computer applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for dealing effectively with city staff, in person and over the telephone.
- Techniques for providing a high level of customer service to public and city staff, in person and over the telephone.

Ability to:

- Use computers and graphic design software including Adobe InDesign, Illustrator, Photoshop, and Acrobat.
- Communicate clearly and effectively with staff, community members, local agencies, and vendors, orally and in writing.
- Participate on a team and in a team environment including developing a team approach to producing high quality results.
- Make sound, independent decisions within established policy and procedural guidelines.
- 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 with minimal direction.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Comprehend and use English effectively including producing all forms of communication in a clear, concise, and understandable manner to intended audiences.
- Use tact, initiative, prudence and independent judgment within general policy, procedural and legal guidelines.
- Establish, maintain, and foster positive and harmonious working relationships with those contacted in the course of work.

MINIMUM QUALIFICATIONS

Minimum Education/Experience Requirements:

Any combination of training and experience, which would provide the required knowledge, skills and abilities, to perform the essential functions of the position, may be qualifying. A typical way to obtain the required qualifications would be:

- Equivalent to a 2-year college degree in graphic design or graphic communication; and
- At least two years of full-time work experience in a design environment or equivalent experience.

Licenses and Certifications:

- Possession of a valid driver's license with a satisfactory driving record is preferred.

WORKING CONDITIONS

Work Environment:

Employees work the majority of time in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset or frustrated staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

Physical Demand/Manual Dexterity:

This is primarily a sedentary office classification although standing in work areas and walking between work areas will be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, or calculator, and to operate standard office equipment. Vision is necessary to read printed materials and a computer screen. 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 weighing up to 25 pounds, to carry materials to external meetings, lap tops, projectors, etc.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Management is receptive to receiving requests from employees for accommodations related to disability, will engage in the interactive process with employees who make such requests and, where accommodation is needed and reasonable, is committed to providing accommodation, unless doing so would impose an undue hardship on the operation of the business.