



January 2011

GRAPHIC SERVICES SUPERVISOR

DEFINITION

Under general direction, plans, directs, administers, supervises, and participates in the daily operations and activities of the citywide design, communications and reprographics functions and programs in the Administrative Services Department; evaluates the operations and activities of the assigned function; formulates policies, procedures, and practices; develops and implements citywide standards for print and display work and oversees projects from creative concept through final electronic and print production; negotiates project deadlines; negotiates and manages vendor contracts in assigned areas; works with City Administration and departmental staff to ensure that City publications meet a consistent, professional standard in keeping with the City's branding efforts; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Administrative Services Manager. Exercises general and direct supervision over design and reprographics staff.

CLASS CHARACTERISTICS

This is a supervisory-level class in the design and communications work unit that exercises independent judgment on diverse and specialized Citywide support projects and has significant accountability and ongoing decision-making responsibilities associated with the work. The incumbent organizes and oversees day-to-day activities and is responsible for providing professional-level support to the Administrative Services Manager in a variety of areas. Responsibilities include oversight and coordination of Citywide requests for design, communications and reprographics services. This class is distinguished from the Administrative Services Manager in that the latter has overall responsibility for all administrative services functions, including municipal court, records management, design and communications, and City Recorder.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS (Illustrative Only)

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.

- Assists in developing and implements and administers division goals, objectives, policies, and procedures.
- Plans, organizes, administers, reviews, and evaluates the work of design and reprographics staff; provides training and policy guidance and interpretation to staff.
- Participates in the recruitment and selection of new employees; makes hiring recommendations.
- Ensures that staff provides a high degree of service to both internal and external customers that supports achieving the work unit's and the City's mission, objectives, and values.
- Contributes to the overall quality of the work unit's service by developing, reviewing, and implementing policies and procedures to meet City needs.

- Evaluates the operations and activities of the program area; recommends improvements and modifications; prepares various reports on operations and activities; evaluates projects submitted by departments; considers resource availability; negotiates timelines as needed.
- Participates in budget preparation and implementation; prepares cost estimates for budget recommendations; submits justification for requests; reviews monthly expenditures to ensure compliance with approved budget.
- Professionally conceptualizes and designs City materials and publications from rough data or customer concepts.
- Produces, edits, and proofreads 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; uses independent judgment based on knowledge of the English language.
- 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.
- Communicates with and directs vendors/contractors in the use of the city logo and city design standards when these organizations are involved in producing informational materials on behalf of the City.
- Manages equipment acquisition, maintenance, and service programs.
- Manages workload processes; reviews, updates, and presents updates in policy to the City Council; works with staff and customers to resolve complex issues related to assigned areas of responsibility.
- Acts as a resource to staff for equipment problems; coordinates repair calls and performs in-house maintenance and troubleshooting for equipment within the work unit.
- Operates a variety of equipment, including computers, copiers, bindery equipment and postage meters in performing primary and back-up duties.
- Prepares and directs the preparation of a variety of written correspondence, reports, procedures, and other materials as needed for supervision of the work unit.
- Monitors changes in technology that may affect the work unit's operations; implements policy and procedural changes after approval.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.
- Principles, practices, and procedures of office administration.
- Variety of software applications, including word processing, graphic design, databases, and spreadsheet programs.
- Professional document layout, design and marketing techniques.
- Basic principles and practices of public agency budget development and administration.
- Basic public administration policies and practices.
- Principles of time management and negotiation techniques.
- Applicable Federal, State, and local laws, codes and regulations.
- Business letter writing and report preparation techniques.
- Record keeping principles and procedures.
- Basic mathematical and statistical principles; principles and practices of data collection.
- Modern office practices, methods, and computer equipment.
- English usage, grammar, spelling, vocabulary, and punctuation.

- Techniques for dealing effectively with the public, vendors, contractors and 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:

- Plan, organize, administer, coordinate, review, evaluate and personally participate in a comprehensive City-wide design, communications and reprographics program.
- Supervise, select, train, motivate, and evaluate the work of staff.
- Prepare clear and concise reports, correspondence, policies, procedures and other written materials.
- Efficiently produce professionally designed materials and publications from rough data or customer concepts.
- Interpret, apply, and explain applicable Federal, State and local policies, procedures, laws and regulations.
- Effectively conduct meetings and make presentations to various groups.
- Analyze situations and identify pertinent problems/issues; collect relevant information; evaluate realistic options; and recommend/implement appropriate course of action.
- Understand and carry out complex oral and written instructions.
- Effectively represent the work unit and the City in meetings with the public, various businesses, professional, and regulatory organizations, and in meetings with individuals.
- Establish and maintain a variety of filing, record-keeping, and tracking systems.
- 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.
- 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.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to graduation from an accredited four-year college or university with major coursework in graphic design or related field, and four (4) years of professional administrative support experience, including one (1) year of supervisory experience, preferably in a governmental or public agency setting.

Licenses and Certifications:

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

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle, and to visit various City and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing in work areas and

walking between work areas may be required. Finger dexterity is needed to access, enter and retrieve data using a computer 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 weighing up to 25 pounds.

ENVIRONMENTAL ELEMENTS

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