

## **Graphics Coordinator**

### **SUMMARY/PURPOSE**

To provide advice on strategies to engage target audiences and to serve as the design and development resource in the creation of visual communications across a variety of media products such as print and web media, street and vehicle signage, mapping products, etc. This position serves all City departments and outside groups affiliated with the City of Duluth, while complying with design best practices.

### **SUPERVISION RECEIVED**

The supervisor makes assignments by defining objectives, priorities, and deadlines and assists incumbents with unusual situations which do not have clear precedents. Incumbents plan and carry out the successive steps and handle problems and deviations in the work assignment in accordance with instructions, policies, previous training, or accepted practices in the occupation.

### **SUPERVISION GIVEN**

Does not supervise.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Identify the best ways to illustrate and communicate clients' vision while complying with design best practices.
2. Conceptualize, design, and produce a broad range of graphic art deliverables including, but not limited to, logos, brochures, mapping products, signage, vehicle wraps, etc., for all City departments, commissions, task forces, coalitions and committees, and other City-affiliated groups.
3. Collaborate with individuals and groups to determine project needs, scope, purpose, costs, and audience in order to develop relevant design solutions.
4. Design graphics by selecting media, layout, color, and lettering.
5. Provide photography and videography services to the City departments, commissions, task forces, coalitions and committees, and other affiliated groups.
6. Prepare specifications for bidding on graphics projects.
7. Prepare drawings, charts, and other graphic illustrations of project proposals.
8. Provide the execution of artwork for brochures, pamphlets, books, and other items.
9. Plan and complete the execution of special community projects such as displays, directories, and public information sign systems.
10. Collaborate with individuals and groups in order to recommend, select, and implement reproduction processes or services.
11. Plan, monitor, and evaluate daily operational aspects of assigned project activities.
12. Provide for the day-to-day operations of assigned project activities by setting work priorities and ensuring that necessary materials are available to carry out assigned projects.
13. Be an effective team member by exhibiting self-motivation, supporting other employees in handling tasks, interacting effectively and respectfully with others, showing a desire to contribute to the team effort, accepting assignments willingly, and completing tasks within agreed upon timelines.
14. Other duties may be assigned.

### **JOB REQUIREMENTS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skills, and abilities required.

1. Education & Experience Requirements
  - A. A minimum of six (6) years of related graphic design education and/or full-time, verifiable professional graphics design experience to include design best practices, concepts, and production services as a primary responsibility.

2. License Requirements
  - A. No specific licenses required.
3. Knowledge Requirements
  - A. Knowledge and experience in Adobe Creative Suite.
  - B. Knowledge of materials and equipment used in graphic design and production.
  - C. Basic knowledge of the various methods of designing, completing and presenting various types of print and electronic graphics media including, but not limited to, brochures, flyers, maps, graphs, signs, and statistical presentations.
  - D. Knowledge of photographic and videography processes and editing tools.
  - E. Knowledge of problem-solving and conflict-resolution techniques.
  - F. Knowledge of applicable safety requirements.
  - G. Knowledge of, or the ability to learn, City policies and procedures.
4. Skill Requirements
  - A. Skill in graphics design and production in a variety of media including print and web media, signage, mapping products, etc.
  - B. Skill in the operation of office equipment including, but not limited to, general computer systems, job required software applications, the internet, and modern office equipment.
  - C. Skill in managing one's own time.
  - D. Skill in completing assignments accurately and with attention to detail.
5. Ability Requirements
  - A. Ability to graphically portray statistical and other data.
  - B. Ability to create design mock ups, mapping products, profiles, and charts with accuracy, precision, professionalism, and timeliness.
  - C. Ability to prioritize and complete in a timely manner the day-to-day activities of the graphic design and reproduction services.
  - D. Ability to create and maintain a positive working environment that welcomes diversity, ensures cooperation, and promotes respect by sharing expertise with team members, fostering safe work practices, and developing trusting work relationships.
  - E. Ability to communicate and interact effectively with members of the public.
  - F. Ability to communicate effectively both orally and in writing.
  - G. Ability to understand and follow instructions.
  - H. Ability to problem-solve a variety of situations.
  - I. Ability to set priorities and complete assignments on time.
  - J. Ability to attend work as scheduled and/or required.

#### Physical Demands

The work is sedentary. Typically, the employee may sit comfortably to do the work. However, there may be some walking, standing, bending; carrying of light items such as papers, books, small parts; driving an automobile, etc. No special physical demands are required to perform the work.

#### Work Environment

The work environment involves everyday risks or discomforts requiring normal safety precautions typical of places such as offices, meeting and training rooms, libraries, and residences or commercial vehicles (e.g., use of safe work practices with office equipment, avoidance of trips and falls, observance of fire regulations and traffic signals, etc.). The work area is adequately lighted, heated, and ventilated.

HR: CK	Union: Basic	EEOC: Professionals	CSB: 03/14/2023	Class No: 3305
WC: 8810	Pay: 131	EEOF: Admin/Finance	CC:	Resolution:

## GRAPHICS COORDINATOR

**Purpose:** Graphics Coordinator

### SUMMARY/PURPOSE

To provide ~~graphic art~~ advice on strategies to engage target audiences and reproductive services for all City departments to serve as the design and development resource in the creation of visual communications across a variety of media products such as print and web media, street and vehicle signage, mapping products, etc. This position serves all City departments and outside groups affiliated with the City of Duluth, while complying with design best practices.

**FUNCTIONAL AREAS:** ~~Under general administrative direction;~~

### SUPERVISION RECEIVED

The supervisor makes assignments by defining objectives, priorities, and deadlines and assists incumbents with unusual situations which do not have clear precedents. Incumbents plan and carry out the successive steps and handle problems and deviations in the work assignment in accordance with instructions, policies, previous training, or accepted practices in the occupation.

### SUPERVISION GIVEN

Does not supervise.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Identify the best ways to illustrate and communicate clients' vision while complying with design best practices.
- 4.2. Conceptualize, design, and produce a broad range of graphic art projects deliverables including, but not limited to, logos, brochures, mapping products, signage, vehicle wraps, etc., for all cityCity departments, commissions, task forces, coalitions and committees, and other cityCity-affiliated groups.
3. \* A. Collaborate with individuals and groups to determine project needs, scope, purpose, costs, and audience in order to develop relevant design solutions.
4. \* B. Design graphics by selecting media, layout, color, and lettering.
5. \* C. Provide photography and videography services to the City departments, commissions, task forces, coalitions and committees, and other affiliated groups.
6. Prepare specifications for bidding on graphics projects.
7. \* D. Prepare drawings, charts, and other graphic illustrations of project proposals.
8. E. DirectProvide the execution of artwork for brochures, pamphlets, books, and other items.
9. \* F. Plan and directcomplete the execution of special community projects such as displays, directories, and public information sign systems.
- G-10. Collaborate with individuals and groups in order to recommend, select, and implement reproduction processes or services.
11. 2-Plan, monitor, and evaluate daily operational aspects of assigned project activities.
12. \* A. Provide for the day-to-day operations of assigned project activities by setting work priorities and insuringensuring that necessary personnel and materials are available to carry out assigned projects.  
\* B. Participate in the selection, training, and evaluation of personnel.
13. Be an effective team member by exhibiting self-motivation, supporting other employees in handling tasks, interacting effectively and respectfully with others, showing a desire to contribute

to the team effort, accepting assignments willingly, and completing tasks within agreed upon timelines.

14. Other duties may be assigned.

## JOB REQUIREMENTS

1. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skills, and abilities required.

### 1. Education/ & Experience Requirements:

~~A.  $\neq$  A. Six minimum of six (6) years of verifiable related graphic design education and/or experience in a full-time, verifiable professional graphics position design experience to include design best practices, concepts, and production services as a primary responsibility.~~

### 2. License Requirements

A. No specific licenses required.

### 3. Knowledge Requirements:

~~A.  $\neq$  A. Knowledge and experience in Adobe Creative Suite.~~

~~B. Knowledge of materials and equipment used in graphic design and production.~~

~~C. B. Basic knowledge of the various methods of designing, completing and presenting various types of print and electronic graphics media including, but not limited to, brochures, flyers, maps, graphs, signs, and statistical presentations.~~

~~D. G. Knowledge of photographic and videography processes and editing tools.~~

E. 3. Knowledge of problem-solving and conflict-resolution techniques.

F. Knowledge of applicable safety requirements.

G. Knowledge of, or the ability to learn, City policies and procedures.

### 4. Skill Requirements:

~~A.  $\neq$  A. Skill in printing, graphics, sketching, lettering, design and typography production in a variety of media including print and web media, signage, mapping products, etc.~~

B. 4. Skill in the operation of office equipment including, but not limited to, general computer systems, job required software applications, the internet, and modern office equipment.

C. Skill in managing one's own time.

D. Skill in completing assignments accurately and with attention to detail.

### 5. Ability Requirements:

~~A.  $\neq$  A. Ability to graphically portray statistical and other data.~~

~~B.  $\neq$  B. Ability to draw sketches, maps create design mock ups, mapping products, profiles, and charts with accuracy and neatness, precision, professionalism, and timeliness.~~

~~$\neq$  C. Ability to establish and maintain effective working relationships with co-workers, supervisors, and the general public.~~

~~D. C. Ability to coordinate/prioritize and complete in a timely manner the day-to-day activities of the graphic art/design and reproduction services.~~

D. E. Ability to create and maintain a positive working environment that welcomes diversity, ensures cooperation, and promotes respect by sharing expertise with team members, fostering safe work practices, and developing trusting work relationships.

E. Ability to communicate and interact effectively with members of the public.

F. Ability to communicate effectively both orally and in writing.

G. Ability to understand and follow instructions.

H. Ability to problem-solve a variety of situations.

I. Ability to set priorities and complete assignments on time.

J. Ability to attend work on a regular basis as scheduled and/or required.

~~F. Ability to transport loads weighing up to 30 pounds, such as audio visual equipment and paper supplies.~~

\* ~~Essential functions of the job~~

~~Job requirements necessary on the first day of employment.~~

#### Physical Demands

The work is sedentary. Typically, the employee may sit comfortably to do the work. However, there may be some walking, standing, bending; carrying of light items such as papers, books, small parts; driving an automobile, etc. No special physical demands are required to perform the work.

#### Work Environment

The work environment involves everyday risks or discomforts requiring normal safety precautions typical of places such as offices, meeting and training rooms, libraries, and residences or commercial vehicles (e.g., use of safe work practices with office equipment, avoidance of trips and falls, observance of fire regulations and traffic signals, etc.). The work area is adequately lighted, heated, and ventilated.

HR: <del>KGCK</del>	Union: Basic	EEOC: Professionals	CSB: 20001107	Class No: 3305
WC: 8810	Pay: 134	EEOF: Admin/Finance	CC: 20001127	Resolution: <del>00-</del> 0774R