



## CLASS TITLE | SENIOR GRAPHIC DESIGNER & BRAND MANAGER

PAY GRADE: AT- 40 | [www.cityoftulsa.org/pay](http://www.cityoftulsa.org/pay)

Class Code: 3593

Effective Date: 08/03/2022

**PURPOSE OF THE CLASSIFICATION:** Under general direction performs and oversees advanced, specialized work in the creation, coordination, and dissemination of visual communications, including general graphic design, production of printed and digital materials, visual displays, video and animation, on-screen presentations, major-complex graphic design projects, and full-scale branded campaigns, while developing, monitoring, and ensuring brand standards; and performs other related assigned duties.

### ESSENTIAL TASKS:

- Conducts research and acts as the central point of contact for internal and external customers, to identify the goals and objectives for a multitude of graphic project requests and communication needs
- Creates, manages, and approves visual solutions for print and digital media distribution
- Designs consistently branded, strategically oriented communications pieces to establish, maintain and strengthen graphic materials while distributing assets and guidelines of the approved standards to instruct and direct internal and external customers
- Coordinates meetings to develop tactics, strategies, and creative concepts to address project goals and objectives
- Develops, implements, and enforces organization and campaign branding
- Captures, optimizes, archives, and disseminates still photographs and videos that highlight key events, employee work, and notable assets and features
- Captures, edits, cuts and compresses videos of news conferences and uploads finalized files to social media for public view, including editing, refining, restoring and archiving photos for immediate access
- Assists with the strategic planning to attract advanced technology services and developments to the City of Tulsa
- Must report to work on a regular and timely basis

**Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.**

### QUALIFICATIONS:

Training and Experience: Must meet one of the following options or an equivalent combination of training and experience per Personnel Policies and Procedures, Section 128:

1. (a) Completion of sixty (60) hours from an accredited college or university; **and**,  
(b) Seven (7) years of experience relevant to the essential tasks listed in this job description; **or**
2. (a) Completion of one hundred-twenty (120) hours from an accredited college or university; **and**  
(b) Five (5) years of experience relevant to the essential tasks listed in this job description

### Knowledge, Abilities and Skills:

Knowledge of:

- Comprehensive knowledge of design principles and graphic artwork communications
- Comprehensive knowledge of corporate branding and brand management
- Comprehensive knowledge of typography, photography, and pre-production
- Extensive knowledge of website design and development
- Comprehensive knowledge of Adobe Creative Suite

Ability to:

- Ability to communicate effectively with internal and external customers
- Ability to manage, lead and support Communications personnel



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- Ability to manage multiple projects
- Ability to research, analyze, and resolve complex problems
- Ability to research and determine optimum resolution

Skill in:

- Considerable skill in creativity and significant attention to detail
- Considerable skill in advanced and highly specialized computer applications

Physical Requirements: Physical requirements include arm and hand steadiness and finger dexterity enough to use a keyboard, mouse and camera; frequent use of visual activity, depth perception, color vision and field of vision; occasional lifting up to fifteen (15) pounds and carrying up to twenty (20) pounds; and may be subject to walking, standing and sitting for extended periods of time, and vision, speech, and hearing sufficient to perform essential tasks.

Licenses and Certificates: Possession of a valid Class "D" Oklahoma Driver license.

**WORKING ENVIRONMENT:** Working environment is primarily indoors in an office setting and occasionally outdoors for special events; requires some evening and possible weekend hours.

**EEO Code: N-03**

**Group: Administrative**

**Series: Communications and Public Relations**