

CLASS TITLE: GRAPHICS DESIGNER

PURPOSE OF THE CLASSIFICATION: Under general direction performs advanced, specialized work in coordinating the graphic design and production of printed materials, visual displays and on-screen presentations for the City of Tulsa, coordinating major complex graphic design projects, developing and monitoring COT brand standards and other related assigned duties.

ESSENTIAL TASKS:

- Analyzes communication needs; plans and schedules design projects from conceptualization to completion
- Acts as the central point of contact on all branding matters for the City by planning, developing, implementing, monitoring and enforcing City of Tulsa brand standards and policies and procedures throughout the City
- Designs consistently branded communications pieces to establish, maintain and strengthen graphic materials for the City of Tulsa, distributing assets and guidelines of the approved standards to instruct employees and external vendors on the appropriate method to utilize the City's graphic elements (logo, seal, colors, typography)
- Develops consistent, creative visual concepts to communicate the City of Tulsa's core messages to employees and citizens
- Deciphers information quickly and efficiently to provide graphic communications addressing the needs of the Mayor or City Departments, including creation and development of various materials
- Communicates and coordinates with City Departments on graphic communication requests and manages multiple projects and tasks of varying complexities
- Monitors expenses related to printed services and production on graphics projects
- Provides professional level still and motion photography to document and promote City related business and/or events and maintains photo and graphic filing system for future reference, distributing photos, videos and illustrations when requested
- Works in conjunction with Communications' staff distributing and promoting City business to employees and citizens using social media outlets and other internal communication methods, communicating with staff members regarding the status of graphic projects
- Participates in the selection and approval of graphics/designs from external resources as appropriate
- Assists with the strategic planning to attract advanced technology services to the City of Tulsa
- Downloads, 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
- Attends meetings to discuss graphic needs, analyzes and researches technical sources to identify areas of strengths/weaknesses and refines strong points, creates/updates/designs/develops graphic image/layout to address/improve specific needs and presents, finalizes and delivers work to client
- 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: Graduation from an accredited college or university with a bachelor's degree in graphics design, fine arts or a related field and four (4) years of experience preparing specialized graphics; or an equivalent combination of training and experience, per Personnel Policies and Procedures, Section 128.

Knowledge, Abilities and Skills: Comprehensive knowledge of graphics artwork; comprehensive knowledge of print design and pre-press techniques to ensure production of high quality printed communication pieces; comprehensive knowledge of website design and layout, promotional concepts and interactive media development; and comprehensive knowledge of applicable soft/hardware, materials, methods, tools and techniques used in graphics, illustrations, video/photo productions, professional publications and presentations. Ability to effectively communicate and coordinate with City departments

on requested graphic communications; ability to plan, design/create, prepare freehand graphic sketches, layout and construct artistic designs, illustrations and presentations of technical complexity and creativity; ability to analyze and create, develop and produce strategic plans to graphically display City business in a clear and concise manner; ability to work in correlation with Communications staff to distribute and promote City business to employees and citizens via social media applications and internal methods; ability to effectively manage multiple projects/tasks of varying complexities working under pressure to meet project deadlines; ability to work independently as well as part of a team; and the ability to courteously and tactfully communicate with fellow workers, supervisors, other members of the organization and the public in giving and receiving information. Applicant must possess skill in advanced and highly specialized computer applications and in the use and care of exhibit tools and equipment.

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

Licenses and Certificates: Possession of a valid Oklahoma Class "D" Operator's License.

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

Class Code: 3525

EEO Code: N-03

Pay Code: AT-40

Group: Administrative

Series: Communications and Public Relations

Effective Date: July 27, 2011