



<b>CLASSIFICATION TITLE:</b> Communications Graphic Designer	<b>JOB NUMBER:</b> 7196	<b>AFFILIATION:</b> Unaffiliated (Non-Union)
<b>REPORTS TO:</b> Communications and Marketing Manager	<b>PAY GRADE:</b> 18	<b>FLSA STATUS:</b> Non-Exempt

## GENERAL SUMMARY

Performs intermediate technical work creating design solutions for all communications and marketing materials, and related work as apparent or assigned. Work is performed under the limited supervision of the Communications and Marketing Manager (supervisor).

## CORE VALUES

All employees are expected to model and foster the City of Richland's core values in the performance of their duties and their interactions while representing the City. The values of *Teamwork*, *Integrity*, and *Excellence* promote and maintain a high level of morale and productivity, and are the tie that binds all City employees together, across all functions.

## ESSENTIAL JOB FUNCTIONS

*To be successful in this position, an individual must be able to perform each essential function satisfactorily. Additional duties of a similar nature and level may also be assigned. The City may make reasonable accommodations to enable a qualified individual with disabilities to perform the essential functions.*

- Designs all graphic design and visual communication services for internal and external marketing and informational materials; manages and coordinates consistent internal and external signage; manages City brand identity, keeps brand guide up to date, and oversees logo usage.
- Produces design solutions for digital products to effectively convey City's mission and messaging on City websites, social media channels, email, etc.; produces document templates consistent with the City brand identity for other departments to use.
- Manages and maintains common areas of City internet and intranet websites and assists with design and updates to departmental pages; responsible for City's social media presence, including Facebook, Twitter, LinkedIn, etc.
- Provides photography support for special events, property for sale, marketing materials, and staff photos.

- Collaborates with team and department representatives to create themes for large City-sponsored special events, departmental campaigns, advertising, City programs and promotional campaigns; participates in the creative process and execution of each.

## **KNOWLEDGE, SKILLS AND ABILITIES**

*The requirements listed below are representative of the knowledge, skill, and/or ability required to successfully perform the essential functions of the position.*

### **Knowledge of:**

- Applicable Federal, State, and local laws, rules, codes and regulations related to assigned activities.
- Principles and methods of conceptual design, page layout, freehand, photographic, computer techniques, processes and equipment.
- Web design, illustration, commercial art, publication methods, techniques and processes.
- Printing as it applies to graphic design production including color separations, prepress file preparation, scanning and on press checking of jobs.
- Principles and practices of graphic art design.
- Adobe Creative Cloud.
- Proven ability to work in a fast-paced, demanding environment, both as a team member and individually.
- Principles and techniques of preparing and disseminating public information.
- News media, including newspaper, radio, television, and other communication sources.
- Social media including websites, Facebook, Twitter and others.
- Modern office practices, methods, procedures and equipment.
- Record-keeping principles, procedures and techniques.

### **Skills and Abilities to:**

- Use computer graphic and photo editing software.
- Demonstrate the ability to think creatively.
- Demonstrate strong follow-up skills and attention to detail.
- Develop creative concepts and design publications, displays, marketing materials and presentations within assigned timeline.
- Develop pages for print, web and digital publishing.
- Determine size and arrangement of illustrative material and copy, select style, size of type and create sample layouts.
- Prepare cost estimates for projects within quality specifications, financial constraints and time schedule for each project.
- Retain focus to see projects from conception to completion.
- Work on multiple projects at the same time as well as the ability to set and meet deadlines. Promote the image of the City through choice, use and distribution of promotion items, creative printed pieces and advertising.

- Understand basic municipal issues.
- Find creative approaches to preparing and presenting issues.
- Communicate effectively both orally and in writing; comprehend and use English effectively including producing all forms of communications in a clear, concise and understandable manner to intended audiences.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; work independently with little or no direction, set priorities and meet deadlines.
- Operate a variety of modern office equipment and personal computers in a windows computing environment using standard or customized software application programs appropriate to assigned activities.
- Use tact, initiative, prudence and independent judgment within general policy and procedural guidelines.
- Establish, maintain and foster positive and effective working relationships with those contacted in the course of work.
- Provide continuous effort to improve operations, streamline work processes and work cooperatively and jointly to provide quality customer service.

## **SPECIAL REQUIREMENTS**

Valid driver's license.

## **EDUCATION AND EXPERIENCE**

High school diploma or GED and three (3) years of experience in digital media publication, graphic design, and communications and marketing.

## **COMPETENCIES**

### **Foundational**

- Use Technical/Functional Expertise: Displays an appropriate depth of knowledge and skills as required for the position and commensurate with the time in class. Uses technology as appropriate for the position. Seeks additional knowledge and information to continually enhance knowledge in areas of specialty.
- Be Accountable for Performance: Actively shows responsibility, reliability, and trustworthiness. Ensures work and information are complete and accurate. Admits mistakes and looks for ways to improve. Models self as dependable and reliable. Follows up with others to ensure agreements and commitments have been fulfilled. Values the importance of team and organizational success. Independently takes action to influence events, to improve own or organizational performance and to promote the goals of the organization.
- Provide Excellent Customer Service: Anticipates, assesses, and responds effectively to the needs of diverse customers, both internal and external, providing consistently excellent service that is timely, accurate, courteous, and respectful.

- **Communicate Effectively:** Uses verbal and written skills effectively to ensure that information is successfully shared throughout the organization. Relates well to a range of people. Shows sensitivity to the needs of others. Demonstrates ability to build rapport and facilitates mutual understanding.
- **Work Safely:** Knowledge and application of relevant safety requirements that apply to the specific work being done. Recognizes and mitigates safety hazards on the job. Observes rules and regulations to comply with personal and workplace safety standards. Works to create a hazard-free, accident-free environment.

## PHYSICAL REQUIREMENTS AND WORKING ENVIRONMENT


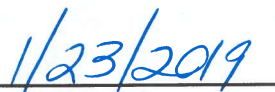

*The work environment characteristics described are representative of those an employee encounters while performing the essential functions of this job. The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

This work requires regular and punctual attendance at the office or other assigned locations; requires the occasional exertion of up to 10 pounds of force; work constantly requires sitting and using hands to finger, handle or feel, frequently requires speaking or hearing and occasionally requires standing, walking and repetitive motions; work has standard and color vision requirements; no special vocal communication skills are required; no special hearing perception is required; this work does not require any specialized sensory utilization; work has no exposure to environmental conditions; work is generally in a moderately noisy location (e.g. business office, light traffic).

**Authorization (for Archive)**

*The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.*

*The job classification does not constitute an employment agreement between the City of Richland and any employee and is subject to change by the City as the needs of the City and requirements of the job change.*

  
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**Human Resources Director**  
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**Date**  
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**Department Head**  
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**Date**  
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**City Manager or Authorized Designee**  
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**Date**