



## Graphic Artist

Department/Division:	Parks and Recreation
Reports To:	Recreation Services Manager
Provides Direction To:	Not Applicable
FLSA Exemption Status:	Exempt
Date Prepared:	April 24, 2012
City Council Resolution #:	

### GENERAL PURPOSE

Under general supervision, creates and completes graphic arts materials for a variety of print, promotional, and communications media, and special events in support of City programs and services; and performs other related duties as assigned.

### DISTINGUISHING CHARACTERISTICS

The Graphic Artist provides professional and technical support related to graphics arts and design needs that are used by a variety of staff and managerial positions.

### ESSENTIAL FUNCTIONS

*The duties listed below 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 class.*

1. Gathers and prepares promotional e-mail communications blasts using registration information, mailing lists, and submits for use through weekly promotional emails and hyperlink references.
2. Prepares, maintains, and updates program advertisements; reserves space, determines costing and size requirements, layouts, and proofs and makes corrections; work with newspaper representatives to submit camera ready artwork and to track and arrange for City payment of billed services.
3. Creates graphic materials for Quarterly Activity Guide, by creating multiple advertisement formats for each quarterly brochure; works with program supervisors and managers to create and proof layout of advertisements with design elements and copy and make corrections; works with media representatives to incorporate changes prior to publishing.

## **ESSENTIAL FUNCTIONS (continued)**

4. Plans, designs and prepares design and layout for flyers, postcards, advertising, branding campaigns, other brochures, banners, signs, t-shirts, and other promotional items; create visual solutions and messaging for print and electronic media using color, type, illustration, photography, and various print and layout techniques, including specialized vendor services.
5. Designs and lays out Annual Summer Camp Guide by finding appropriate imaging and artwork, preparing proofs, making corrections, and sending camera ready work to printer.
6. Designs advertising campaigns for annual concert series and art exhibitions, including posters and postcards, mailers and flyers, web pages, website calendar events and news events, newspaper advertisements, and promotional blasts.
7. Categorizes and maintains pictures of stock and original photography on shared drives.
8. Creates web pages, calendar events and news events for the City's website and edit content created by other users; train and work with staff to update information.
9. Creates special events programs, templates, logos, and special illustrations.
10. Attends division and departmental meetings to review project needs and timelines.
11. Assists department and other staff with graphic arts needs and projects.

## **QUALIFICATIONS GUIDELINES**

### **Knowledge of:**

Principles, practices, methods, and techniques of graphic design and layouts, including production equipment, materials, paper types, and printing requirements; Adobe based software applications such as Adobe Illustrator, Photoshop, InDesign, Publisher, Notepad++, and Acrobat; graphics and word processing software; English usage, grammar, vocabulary, spelling, and punctuation; customer service techniques.

**Ability to:**

Conduct research and analyze user needs and requirements and appropriate graphics applications; establish and maintain effective working relationships with staff, management, vendors, consultants, and others encountered in the course of the work; organize and prioritize tasks to meet deadlines; perform computerized layout and paste-up; create aesthetically attractive and visually balanced documents; maintain record keeping systems; estimate time and materials needed for completion of work; follow oral and written instructions; operate modern office equipment and computer hardware and use graphics, word processing, publishing, and other software.

**Education/Training/Experience:**

Bachelor's degree from an accredited four-year college or university with a major in Graphics Design or a related field, or technical education and certification from an approved vocational training institute is required. Two years of responsible graphics arts and design professional and technical experience is required.

**Licenses; Certificates; Special Requirements:**

Ability to attain a valid Class C California driver's license and have an acceptable driving record.

In accordance with California Government Code Section 3100, City of Manhattan Beach employees, in the event of a disaster, are considered disaster service workers and may be asked to protect the health, safety, lives, and property of the people of the State.

**PHYSICAL AND MENTAL DEMANDS**

*The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

**Physical Demands**

While performing the duties of this class, the employee is constantly required to sit, and occasionally to stand and walk. Finger dexterity and light grasping is required to handle, feel, or operate computer hardware and standard office equipment; and reach with hands and arms above and below shoulder level. The employee occasionally lifts and carries records and documents typically weighing less than 25 pounds.

Sensory demands include the ability to see, talk, and hear.

## **Mental Demands**

While performing the duties of this class, the employee is regularly required to use written and oral communication skills; read and interpret user needs; analyze and solve problems; learn and apply new information or skills; perform highly detailed work; work on multiple, concurrent tasks and meet deadlines; visualize user needs and concepts; organize and prioritize tasks and meet deadlines; and interact with management, staff, management, vendors, contractors, and others encountered in the course of work.

## **WORK ENVIRONMENT**

The employee frequently works in office conditions with controlled temperature settings.