

**CITY OF POMPANO BEACH
CLASS DESCRIPTION**

JOB CODE 218

GRAPHIC DESIGNER AND PROGRAM COORDINATOR

GENERAL

Responsible for utilizing a variety of mediums in the creation and design of a wide range of marketing assets while managing workflow. Stays current on market trends. Projects include email campaigns, infographics, digital content such as emails and newsletters, presentations, print assets and mailers for various departments, as well as website design assets. Expected to coordinate with print and mailing houses for completion of needed collateral distribution.

EXAMPLES OF ESSENTIAL DUTIES

The examples as listed are descriptions of essential functions and are not necessarily all inclusive. The omission of an essential function of work does not preclude management from assigning duties not listed herein. Assigned duties, which are essential function of work not listed herein, are permissible if such functions are a logical assignment to the position.

- Create, execute and produce City branded content to ensure a fresh, distinctive perspective. Regularly collaborates with colleagues in Marketing, Web Design and other service departments to deliver consistently high-quality creative content.
- Develop creative designs and visual communications that effectively support City and department level messaging for programs and campaigns that meet objectives and positioning.
- Serve as a brand steward, upholding City brand standards, executing the City's creative tone, maintaining brand consistency and delivering designs that drive resident, visitor and/or business engagement.
- Create appealing graphics for demand-generation initiatives, such as email, digital, web, direct mail, tradeshow, social media and printed sales collateral.
- Assist with presentation development by creating supportive graphics, type hierarchy, and layout choices that elevate the effectiveness of presentations.
- Participate in meetings as needed to gather project requirements, communicate project status and deliver final designs.
- Coordinates graphics and production workflow and resources, along with designing projects, including printed and electronically generated materials.
- Request quotes and activities of outsourced services such as printing and mailings.
- Strive to develop efficiencies and solid processes for delivering concepts and assets.
- Performs related work as required.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of branding with proven graphic-design capability and artistic sensibility.
- Knowledge of professional graphic design software applications i.e. Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Adobe Acrobat, Adobe Bridge, etc.
- Knowledge of multimedia production experience a plus
- Skill in understanding marketing principles and branding.
- Skill in creating and innovating.
- Ability to multi-task to meet strict deadlines.
- Ability to communicate with individuals at all levels in the City and with various business contacts outside of the City in an articulate, professional manner.
- Ability to be personable and friendly and possess a positive can-do attitude with individuals and groups.
- Ability to establish and maintain effective working relationships.
- Ability to serve the public and fellow employees with honesty and integrity in full accord with the letter and spirit of all city ethics and conflicts of interest policies. A strong understanding of ethical behavior is required.

- Ability to establish and maintain effective working relationships with the general public, co-workers, city officials and members of diverse cultural and linguistic backgrounds regardless of race, religion, age, sex, disability or political affiliation.
- Ability to maintain regular and punctual attendance.

MINIMUM QUALIFICATIONS

Bachelor's degree from an accredited college or university with major coursework in graphic design, marketing, advertising, or related field. Five or more years of relevant graphic design experience. Self-motivated, self-starter with the ability to work under pressure and meet deadlines. Proficient with Microsoft Office Suite or related software.

A comparable amount of training and experience may be substituted for the minimum qualifications.

PHYSICAL REQUIREMENTS

Must have the use of sensory skills in order to effectively communicate and interact with other employees and the public through the use of the telephone and personal contact as normally defined by the ability to see, read, talk, hear, handle or feel objects and controls. Physical capability to effectively use and operate various items of office related equipment, such as, but not limited to a, personal computer, calculator, copier, and fax machine. Ability to operate media related mechanical and electronic equipment. Some standing, walking, moving, climbing, bending, kneeling, crawling, reaching, and handling, and carrying, pushing, or pulling objects weighing up to 25 pounds.

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

SPECIAL REQUIREMENTS

Possession of a valid, appropriate driver's license and an acceptable driving record.

Rev. 07/22

Bargaining Unit: Non-Bargaining

FLSA: Exempt

Classification: 27/50

Location: Cultural Affairs

GERS: Regular Class