GRAPHIC ARTIST

DISTINGUISHING FEATURES OF THE CLASS: This position is responsible for creating visual concepts that inspire, inform and captivate. The position involves designing a wide range of materials, including digital and print content, logos, marketing materials and social media graphics. The position also requires the candidate to possess a keen attention to detail, a deep understanding of design principles and the ability to collaborate effectively with various teams to produce engaging visuals that align with the organizations vision. The work is performed under the direction of the Director of Public Policy and Strategic Communications or a higher-level administrator. May provide work guidance (e.g., lead work). Does related work as required.

TYPICAL WORK ACTIVITIES:
Develops and designs creative concepts and layouts for both digital and print platforms, including websites, social media, brochures, posters and advertisements;
Maintains and enhances brand identity through consistent use of logos, colors, typography and other brand elements in all visual materials;
Collaborates with marketing, communications and content teams to produce visual assets that support campaigns and projects;
Ensures consistency in design and adheres to established brand guidelines;
Creates and edits images, illustrations and other graphics using design software;
Stays updated on the latest design trends, software updates, tools and techniques to continuously improve and innovate;
Manages multiple projects with tight deadlines while maintaining high-quality output;
Participates in brainstorming sessions to develop new design ideas and approaches.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:
Thorough knowledge of the principles, practices and techniques in design theory, including layout, composition, color theory and typography; good knowledge in design trends, standards and practices relevant to advertising, publishing and/or web design; good knowledge of graphic design software; good knowledge of the production process for both print and digital; good knowledge of various digital media sources for dissemination of information; good knowledge of English usage, punctuation and grammar; proficiency in design software, including Adobe Creative Cloud, Photoshop, Illustrator, InDesign or other graphic design tools*; ability to prepare written material; ability to communicate effectively both orally and in writing; ability to understand and interpret written material; ability to establish and maintain cooperative relationships with others.

MINIMUM QUALIFICATIONS:

1. An Associate's degree in Graphic Design, Fine Arts, Digital Media or Multimedia Design, Visual Communication or comparable curriculum <u>and</u> four (4) years professional experience in graphic design, illustration or commercial art which included computer assisted design techniques; <u>or</u>

2. A Bachelor's degree or higher in Graphic Design, Fine Arts, Digital Media or Multimedia Design, Visual Communication or comparable curriculum <u>and</u> two (2) years professional experience in graphic design, illustration or commercial art which included computer assisted design techniques.

*To be demonstrated during the probationary period.

R.C.D.P.   10.31.2024
Competitive