

PURPOSE OF THE CLASSIFICATION: Under general direction and in coordination with the Senior Graphic Designer performs advanced, specialized work in the creation and dissemination of visual communications while assisting with the management of brand assets for multiple departments, campaigns, and programs; and performs other related assigned duties.

ESSENTIAL TASKS:

- Develops and edits printed and digital communications, including collateral, based on creative concepts and guidelines
- Develops, edits, and expands City branded templates by converting existing production files into software or tools accessible to internal customers
- Assists with monitoring, implementing, and enforcing brand guidelines to ensure and strengthen brand compliance
- Coordinates and prepares visual assets, including printed and digital project files for distribution
- Assists with preparing and optimizing files and templates for print production and digital distribution
- Assists with capturing, optimizing, archiving, and disseminating still photographs and videos that highlight key events, employee work, and notable assets and features
- 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: Must meet one of the following options or an equivalent combination of training and experience per Personnel Policies and Procedures, Section 128:

1. (a) Completion of sixty (60) hours from an accredited college or university; **and**,
(b) Five (5) years of experience relevant to the essential tasks listed in this job description; **or**
2. (a) Completion of one hundred-twenty (120) hours from an accredited college or university; **and**
(b) Three (3) years of experience relevant to the essential tasks listed in this job description

Knowledge, Abilities and Skills:

Knowledge of:

- Extensive knowledge of design principles and graphic artwork communications
- General knowledge of website design and development
- Knowledge of corporate branding and brand management
- Knowledge of printing pre-production and digital optimization processes
- Extensive knowledge of Adobe Creative Suite

Ability to:

- Ability to communicate effectively with internal and external customers
- Ability to research, analyze and resolve complex problems

Skill in:

- Skill in creativity and attention to detail
- Skill in advanced and highly specialized computer applications

Physical Requirements: Physical requirements include arm and hand steadiness and finger dexterity enough to use a keyboard, mouse and camera; frequent use of visual activity, depth perception, color vision and field of vision; occasional lifting up to fifteen (15) pounds and carrying up to twenty (20) pounds; and



CLASS TITLE | GRAPHIC DESIGNER

PAY GRADE: AT- 32 | www.cityoftulsa.org/pay

Class Code: 3592

Effective Date: 08/03/2022

may be subject to walking, standing and sitting for extended periods of time, and vision, speech, and hearing sufficient to perform essential tasks.

Licenses and Certificates: Possession of a valid Class "D" Oklahoma Driver license.

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

EEO Code: N-03

Group: Administrative

Series: Communications and Public Relations