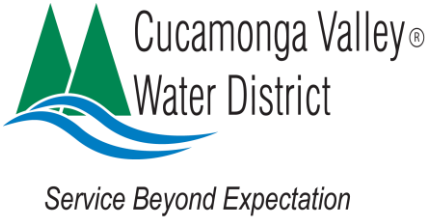


GRAPHIC DESIGNER



Job Status: Non-Exempt
Date Adopted: 06-11-2024
Date Modified: 07-14-2024

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

DEFINITION

Under general supervision, performs graphic design content and produces video and still photography for the Government and Public Affairs Department as assigned; designs artwork using computers and graphics software applications and/or traditional methods; employs creativity and innovation to transform ideas and concepts into effective print, web, and various other formats for small and large projects; utilizes traditional and non-traditional advertising strategies to produce content that effectively promotes the District's programs, resources; campaigns and performs related duties as required.

DISTINGUISHING CHARACTERISTICS

The Graphic Designer is a journey-level classification responsible for creating a variety of more complex communications and/or media-related functions. Incumbents are responsible for developing, leading, and executing the District's graphic design and supporting marketing needs. The position is responsible for creating visual content to communicate messages. The Graphic Designer must have a strong understanding of brand strategy and be capable of conceptualizing and executing designs that effectively convey the desired message. The Graphic Designer will have a greater hand in the early stages of the development of projects and will play a more significant role in the day-to-day decision-making process for a given project. This position also performs programming tasks in the CADD system, updating, maintaining, and administering the CADD database as needed.

SUPERVISION RECEIVED AND EXERCISED

Direct supervision is received from the Public Affairs Supervisor and/or the Deputy Director of Executive Services.

Technical or functional work direction may occasionally be provided to the Government and Public Affairs Representatives. In addition, they may have partial oversight when collaborating with staff, consultants, and vendors.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS

Essential and other important responsibilities and duties may include, but are not limited to, the following:

Essential Functions:

1. Designs a variety of print and web graphics, including newsletters, signs, postcards, brochures, posters, flyers, charts, displays, and maps using a combination of computer and manual methods.
2. Plans, organizes, and produces graphic and related artwork for District projects; coordinates production deadlines for text, photographs and special graphics.

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3. Assist in developing and implementing communication and supporting marketing plans for external audiences. Produce communications material, including graphics and various print and digital formats, for newsletters, news releases, billing inserts, brochures, photo displays, slideshows, and video productions; respond with prompt digital media and other public outreach when local emergencies occur.
4. Participate in developing audiovisual scripts, storyboards, slides, and videos; analyze the need for new/revised presentations; coordinate and direct photography and video production sessions.
5. Interprets and recommends ideas and concepts, converts them into draft form, presents them to staff for review, makes revisions, and finalizes projects. Prepares final design layout and files for web production or press-ready packaged files.
6. Maintains an inventory of graphic materials, tools, photography, printing, large format plotters, stock print media, equipment required for assigned projects, and related materials.
7. Coordinates with other Departments to process requests for traditional and electronic graphic design projects and products.
8. Provides general photographic and videography services, including but not limited to flying aerial drones for District events, projects, and employee functions.
9. Utilizes AutoCAD design and mapping software to prepare construction plans and drawings for water and sewer line installation and relocation, pumping stations, wells, reservoirs, plant piping, and site improvements.
10. Assists in maintaining and updating an AutoCAD database of water/wastewater facilities from construction drawings and "as-built" information; obtains information from engineering project files and/or measurements from field visits to verify accuracy.
11. District employees are expected to work overtime, weekends, evenings, and holidays as required to accommodate the District's needs, in addition to responding as a Disaster Emergency Service Worker.
12. Regular attendance at the work site.

Marginal Functions:

1. Performs related duties and responsibilities as required.

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:

Principles, methods, and graphic design techniques in illustration, display art, and copy layout.

Advanced level computer graphics programs and software (Adobe Photoshop, Adobe Illustrator, Adobe InDesign).

Reproduction techniques used to photograph, print, and copy displays, media, and graphics.

Printing technologies and methods.

Methods and techniques of photography, including setup, editing, and production of photographic images.

Contemporary graphic design, communications, social media, and creative art trends and practices.

Basic civil engineering and drafting principles and practices GIS.

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Methods and techniques used to design and construct public water and sewer facilities.

AutoCAD equipment and software.

Principles of drafting and engineering specification preparation.

Standard engineering terminology, symbols, mathematics, and record keeping.

Modern office practices, procedures, and equipment.

AutoCAD design and mapping software.

Basic engineering field surveying and measurement equipment.

Ability to:

Create, develop, produce, and evaluate graphic designs, illustrations, brochures, displays, and other publications.

Ability to use good judgment and discretion in performing all job functions, remain calm in emergency situations and use discretion when handling and disseminating sensitive information.

Use computer software programs, graphic arts tools, and equipment to produce work products.

Visualize plans and concepts into digital mock-ups, freehand sketches, maps, and models.

Evaluate the quality of layouts, illustrations, film, cartography, and drafting.

Manage and update web content.

Ability to perform detail-oriented editing of work produced.

Ability to perform various responsible computer-aided drafting and sub-professional engineering work in support of District activities under general supervision.

Understand engineering design principles.

Perform various design and drafting duties utilizing graphical skills.

Format and/or enter data into a GIS system database.

Understand and carry out oral and written instructions.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain cooperative working relationships with those contacted in the course of work.

Maintain physical condition appropriate to the performance of assigned duties and responsibilities.

Maintain mental capacity, which allows the capability of making sound decisions and demonstrating intellectual capabilities.

Maintain effective audiovisual discrimination and perception needed for making observations, communicating with others, reading, writing, and operating assigned equipment.

REQUIRED QUALIFICATIONS

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge, skills, and abilities would be:

Job Title	Graphic Designer
Experience	<ul style="list-style-type: none">• Five (5) years of experience in the field of graphic design. Experience in the public sector is preferred.
Education/Training	<ul style="list-style-type: none">• Equivalent to a Bachelor's Degree in Graphic Design, Graphic Art, or a related field.
Desirable Degree/License/Certification	<ul style="list-style-type: none">• Noble Desktop Graphic Design Certificate• Adobe Certified Professional in Video Design or Visual Design• FAA's Aeronautical Knowledge Test to obtain a Remote Pilot Certificate (FAA's Part 107 Small UAS Rule (Part 107))
DMV Class	<ul style="list-style-type: none">• Possession of a valid California Class C driver's license and a satisfactory driving record.

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PHYSICAL DEMANDS AND WORKING ENVIRONMENT

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

Environment:

Incumbent usually works under typical office conditions where the noise level is generally quiet; may regularly be required to work at special events away from the office, in special no-light or low-light areas.

Physical:

Incumbent is regularly required to walk, stand and sit; talk and hear both in person and by telephone; use hands to finger, handle, feel or operate standard office equipment; and reach with hands and arms. The incumbent is regularly required to lift objects weighing up to 10 pounds and occasionally up to 50 pounds.

Mental:

While performing the duties of this class, incumbents are regularly required to use oral communication skills, read and interpret information and documents, analyze and solve problems, observe and interpret situations, use math/mathematical reasoning, learn and apply new information and skills; and perform highly detailed work on multiple, concurrent tasks.

Vision:

Specific vision abilities required by this job include close vision, color vision, and the ability to adjust focus.

Hearing:

Hear in normal audio range with or without correction.