



## City of Irving Job Description

### Graphics Specialist

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<b>FLSA Status:</b>	Non-Exempt	<b>Job Department:</b>	Library or Communications
<b>Job Code:</b>	C502	<b>Reports To (Job Title):</b>	Library Services Supervisor or Designated Supervisor

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#### PURPOSE

To produce library or communications publications, newsletters, posters, and other graphic output, including the web site, that have a consistent, professional quality, and to effectively disseminate information on library or communications programs, services and activities to the general public and other City departments.

#### ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.\*

- Design, produce and update posters, flyers, displays, and other promotional materials for special events and ongoing programs using specialized desktop publishing, photo editing, and illustration software.
- Design and create directional and informational signs for the library.
- Assist other City departments and outside groups with the design and production of promotional materials.
- Perform maintenance and upkeep on printing equipment.
- Serve as Print Shop and Graphic Support Team liaison.
- Edit and proofread copy for various publications.
- Conduct online research for clipart and stock photos to be used in promotional item designs.
- Create original artwork and/or select most appropriate artwork to be used in printed materials.
- Research new marketing trends and maintain training to stay abreast of design techniques.
- Perform related duties as assigned.

#### If Assigned to Library Services:

- Provide guidance and support to other staff members that serve on the Library's Communication Team.
- Provide reference and reader's advisory services to the public.
- Help customers use online databases and other technical resources, including Library catalog, library computers, printers/copiers and more.

#### OTHER DUTIES AND RESPONSIBILITIES

- Attend professional meetings, conferences, workshops, seminars, and training sessions.

#### If Assigned to Library Services:

- Enforce library policies and procedures in a tactful and respectful manner to ensure the safety and integrity of materials, customers, and staff members.
- Perform monthly cash report duties.

## **SUPERVISORY RESPONSIBILITIES**

Supervisory responsibility is not a regular part of the position.

## **FINANCIAL / BUDGETARY RESPONSIBILITY**

This position counts, balances, or verifies the reconciliation of monies received, sets up daily cash register drawer for business needs, prepares bank deposit, and enters amounts into ledger accounts on cash report sheet.

## **QUALIFICATIONS:**

The requirements listed below are representative of the knowledge, skill, and/or ability required.\*

### **EDUCATION**

- Bachelor's degree from an accredited four year college or university in related field.

### **EXPERIENCE**

- At least four (4) years of experience in desktop publishing, communications, and/or graphic design.

### **CERTIFICATES, LICENSES, REGISTRATIONS**

- None

### **KNOWLEDGE OF**

- Communications: Techniques and methods of communication, including alternative ways to inform and entertain via written, oral, and visual media.
- Computer Usage: Computer hardware and software applications including extensive knowledge of Microsoft Windows and Office, proficiency in Adobe Illustrator, InDesign, and Photoshop, as well as familiarity with graphic conversion utilities.
- Sales and Marketing: Principles and methods involved in showing, promoting and selling services.
- Library Operations (*if assigned to Library Services*): Principles and practices for basic library operations, including customer service, reader's advisory techniques, and reference services.

### **SKILLS AND ABILITIES IN**

- Accuracy: Paying attention to detail in dealing with numbers, words, and ideas.
- Mechanical/Technical: Safely operating diverse equipment, including computers, copiers, fax machines, calculators, digital cameras, flatbed scanners, plotters, camcorders, and graphic tablets.
- System Ability: Multi-tasking by working with multiple software packages simultaneously.
- Prioritization: Selecting, from multiple options, activities to achieve a goal
- Time Management: Managing time wisely to complete assignments on time.
- Oral Comprehension: Listening to and understanding information and ideas presented through spoken words and sentences.

- Reading Comprehension: Reading and interpreting documents.
- Originality: Developing unusual or clever ideas about a given topic or situation, or developing creative ways to solve a problem.
- Maintaining Current Knowledge: Reading, analyzing, and interpreting general business periodicals, professional journals, technical procedures, or governmental regulations.

## **GUIDANCE RECEIVED**

### **Priorities and Policies**

Organizational priorities and policies, along with professional standards and best practices, guide decisions and direction or advice given to others. Typically makes recommendations to superiors after considering various alternatives. Proactively addresses needed changes to policies, methods and procedures and obtains approval.

## **CONTACTS**

Interacts with others, generally both customers and internal customers across multiple Departments providing reference assistance, presenting trainings and discussing design concepts.

## **EQUIPMENT AND PROPERTY**

This position handles and performs basic upkeep and maintenance on a Canon W7200 large-format printer, ImagePro poster printer, Graphtec FC5100 vinyl cutter and associated software, a high-speed high-capacity color printer/copier such as the Xerox DocuColor, a color laser desktop printer, a professional flatbed scanner and a laminator.

## **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.\*

The employee constantly is required to see and/or sit, as well as carry, carrying, grasping/handling/feeling, listening, and walking. Occasionally, s/he is required to drive a vehicle, lift up to 100 pounds, listen, stoop, and/or talk. Specific vision abilities required by this job include close vision and distance vision.

## **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.\*

The noise level in the work environment is usually moderate.

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

**Note:** A class specification is a general listing of duties, responsibilities, knowledge, skills, and abilities required of an incumbent assigned to a particular class of work. There may be one or multiple positions assigned to a single classification; therefore, the class specification lists those work attributes that are common to every incumbent in the class.