



NEWPORT NEWS, VA
CITY OF OPPORTUNITY

JOB DESCRIPTION **GRAPHICS SPECIALIST** COMMUNICATIONS

Human Resources Department
700 Town Center Drive, Suite 200
Newport News, VA 23606
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GENERAL STATEMENT OF RESPONSIBILITIES

Under general supervision, this position is responsible for utilizing technical graphic arts and media tools and programs to create presentation, digital and printed materials for the Communications Department. This position assists with developing Newport News' brand by combining words and images to market the City of Newport News through graphic arts, which includes promoting the City of Newport News through Social Media and City websites. Reports to the Communications Director.

ESSENTIAL JOB FUNCTIONS

Responsible for creating graphic designs and marketing materials to include digital and print ads, brochures, logos, fliers, posters, signs, newsletters, specialty items and other publications to promote the City's programs, services, and events; develops and coordinates graphic concepts and conducts research to determine the priority, method, and resources to be used; may edit written materials to simplify complex and technical subjects.

Creates photo illustrations, photo collages, and photo retouches which may include organizing photo shoots. Develops printing specifications of camera-ready artwork. May assist with developing and editing reports for communication to the public.

Works with graphics and printing vendors to obtain quotes; produce final products; checks printers' proofs; ensures projects are completed within specified schedules and budget; reviews designs for errors and ensures final print authorization.

Collaborates with Information Technology in developing web page designs, to include custom text, page layouts, graphic content, multimedia, and related materials. Develops presentations for the City Council, internal departments and outside groups; creates templates for presentations and maintains established standards across the City.

Ensures compliance with all state and federal communications regulatory standards as well as City and departmental policies. Remains abreast of software and computer technologies related to field.

Performs other duties as assigned.

PERFORMANCE STANDARD

Employees at all levels are expected to effectively work together to meet the needs of the community and the organization through work behaviors demonstrating the City's Values. Employees are also expected to lead by example and demonstrate the highest level of ethics.

REQUIRED KNOWLEDGE

- **Graphic Design** - Knowledge of the methods, concepts, practices, and principles related to graphic design, art, illustration, photography, and layout for reproduction. Knowledge of Photoshop, Adobe, QuarkXpress, InDesign, Illustrator, Microsoft Office Suite, or related software programs for developing a variety of materials for visual display or reproduction. Knowledge of HTML, XHTML, CSS, and JavaScript.
- **Printing** – Knowledge of four-color printing and related printing processes such as offset lithography, digital, electrostatic, letterpress, or thermography.
- **Customer Service** - Thorough knowledge of principles and processes for providing customer service. This includes meeting quality standards for services and evaluation of customer satisfaction.

REQUIRED SKILLS

- **Computer Skills** - Utilizes a personal computer with word processing, spreadsheet, database, graphic design, desk top publishing, photo editing programs and related software to effectively complete a variety of administrative tasks with reasonable speed and accuracy.
- **Judgment/Decision Making** – Evaluates the best method of research and then exercises appropriate judgment in establishing priorities and resolving matters. Considers the relative costs and benefits of potential actions to choose the most appropriate one.
- **Interpersonal Relationships** - Develops and maintains cooperative and courteous relationships with employees, managers, and representatives from other departments and organizations. Effectively responds to and resolves inquiries and disputes.

REQUIRED ABILITIES

- **Time Management** – Plans and organizes daily work routine. Estimates expected time of completion of elements of work and establishes a personal schedule accordingly. Implements work activities in accordance with priorities and estimated schedules.
- **Communication** - Ability to communicate ideas and proposals effectively, including the preparation of reports and logs. Ability to listen and understand directions, information and ideas presented verbally and in writing. Ability to handle a variety of customer service issues with tact and diplomacy and in a confidential manner.
- **Accounting/Budgeting** - Ability to perform arithmetic, algebraic, and statistical applications. Ability to employ economic and accounting principles and practices in the analysis and reporting of data.

EDUCATION AND EXPERIENCE

Requires a Bachelor's Degree in Graphic Design, Fine Arts, Communications, Marketing, Media, or a related field and 2-4 years of experience in graphic design, or an equivalent combination of education and experience.

ADDITIONAL REQUIREMENTS

Requires an acceptable general background check to include a local and state criminal history check, and a valid driver's license with an acceptable driving record check.

PHYSICAL REQUIREMENTS

- Requires the ability to exert light physical effort in sedentary to light work.
- Some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds).
- Tasks may involve extended periods of time at keyboard or work station.

SENSORY REQUIREMENTS

- Some tasks require the ability to perceive and discriminate sounds and visual cues or signals.
- Some tasks require the ability to communicate orally.

ENVIRONMENTAL EXPOSURES

Essential functions are regularly performed without exposure to adverse environmental conditions.