



# CITY OF OMAHA CLASS SPECIFICATION

## CLASSIFICATION TITLE: GRAPHICS SPECIALIST

BARGAINING UNIT: [CIV MANAGEMENT](#) CODE NUMBER: 0765

PAY RANGE CODE: [7.1 MC](#) REVISION DATE: 2/23/2017

### NATURE OF WORK:

This is graphic design work to create promotional materials. Work in this classification involves the creation of all in-house graphic design projects from concept to completion. The individual in this position will effectively meet deadlines while maintaining creative quality. An incumbent in this position exercises considerable independence; however, work is reviewed by a supervisor.

**ESSENTIAL FUNCTIONS:** *(Any one position may not perform all the duties listed, nor do the listed examples include all the duties that may be performed in positions allocated to this class.)*

Delivers effective customer services, both internally and externally.

Prioritizes projects and schedules them accordingly.

Oversees and participates in the graphic design, printing, and delivery of forms, letters, reports, brochures miscellaneous artwork, and other materials.

Designs print and digital promotional pieces including advertisements, eBlasts, newsletters, brochures, flyers, posters, invitations, letterhead, envelopes, maps, signage, and fact sheets.

Designs and customizes web graphics and informational materials.

Designs and creates a variety of collateral including tradeshow signage, window clings, buttons, stickers, and banners.

Proofreads copy and returns it to the requesting party with recommended changes.

Designs advertisements, electronic newsletters, brochures, invitations, posters, bookmarks, newsletters, and annual reports using Adobe Creative Suite and utilizing industry resources to secure fonts, images, and other content as needed.

Oversees and participates in the design and layout of all print materials and publications. Coordinates and gathers all print quotes.

Conducts press checks to ensure quality and accuracy.

Creates and implements new website graphics and content utilizing a Content Management System (CMS).

Utilizes the email marketing platform to create and distribute promotional materials and track results.

Uploads all created content to digital platforms.

Maintains records and originals of completed work.

Maintains inventory of supplies and orders stock as needed.

Maintains accurate records of printing requests and products for statistical purposes.

Maintains regular job attendance in accordance with a schedule established for the position by the supervisor.

Performs other related duties as assigned or as the situation dictates within the scope of this classification.

**REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:**

Knowledge of business English, spelling, grammar, and punctuation.

Knowledge of digital photography, photo editing software, and scanner.

Knowledge of and ability to operate a computer or other technology using standard or customized computer or systems software applications appropriate to the assigned tasks, including but not limited to Adobe InDesign, Illustrator, Photoshop (Adobe Creative Suite) and layout techniques.

Ability to learn and adapt to advances in computer and electronics device technology and software.

Ability to proofread documents for accuracy, spelling, punctuation, and grammar.

Ability to create original art designs.

Ability to post cost and work records and maintain a filing system.

Ability to work independently, prioritize goals and assignments, and manage multiple projects and deadlines.

Ability to communicate effectively, orally and in writing.

Ability to understand written or oral instructions.

Ability to stay informed of new and emerging trends and changing technologies in the field of design, graphic arts, and computer applications.

Ability to establish and maintain effective working relationships with fellow employees, members of the design field, and members of the general public.

Ability to adhere to safety policies, procedures, and guidelines.

Ability to sit and type from 76 to 100% of the time; to reach, stand, walk, and lift from 26 to 50% of the time; and to climb, reach, bench, stoop, squat, kneel, crawl, push, and pull up to 25% of the time.

Ability to move objects weighing up to twenty (20) pounds for 33% of the time and ten (10) pounds for 67 to 100% of the time.

**EDUCATION AND EXPERIENCE:** *(The knowledge, skills, and abilities above may be acquired through, but are not limited to, the following combination of education and/or experience.)*

Bachelor's degree in Graphic Arts, Computer Graphics, or a related field

OR

Associate's degree in Graphic Arts, Computer Graphics, or a related field

AND

Two (2) years of experience working in graphic arts.

**WORKING CONDITIONS:** *(The conditions herein are representative of those that must be met by the employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.)*

Work is performed in an office setting amid normal conditions of dust, humidity, odors, fumes, and noises.

**EQUIPMENT OPERATION:** *(Any one position may not use all of the tools and equipment listed nor do the listed examples comprise all of the tools and equipment that may be used in positions allocated to this classification.)*

Computer  
Printing Equipment  
Scanner  
Spray Booth

Telephone  
Folding Machine  
Mobile Devices

Digital camera  
Trimmer  
Copier

Previous Revision Date(s): 4/1/10