**Position Title:** Computer Graphics Specialist  
**Pay Grade:** WCU.430  
**Department:** Marketing & Communications  
**Bargaining Unit:** WCU  
**Employment Status:** Full-time or Part-time  
**FLSA Status:** Non-Exempt  
**Revised Dates:** 9/19; 1/17; 4/16; 7/13  
**W/C Code:** 8810  
**Established Date:** 9/97  
**EEO Category:** Professionals  
**EEO Code/Name:** 0211 Illustrator Photographer

### Job Overview Summary:
This is skilled technical work assisting in the design, layout, lettering and production of a variety of graphic materials for the City’s Internet, social media platforms, new and emerging digital media technologies, publications, advertisements brochures and other print jobs. Employees in this position are expected to be able to perform any and all work tasks and comply with any work schedules, attendance, or duty requirements which may be established by City or department rules, or applicable union contracts. Work is reviewed through observation, conversation and analysis of project results achieved.

**Note:** The following duties are illustrative and not exhaustive. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position. Depending on assigned area of responsibility, incumbents in the position may perform some or all of the activities described below.

### Duties:
- Presents designs and assists in maintaining, updating, and troubleshooting City website(s) and social media presence.
- Presents, designs and assists in the layout and production of City communications, including annual reports, newsletters, flyers, advertisements, special event displays, merchandise, forms and business cards.
- Assists in developing, implementing and coordinating graphic design projects for the City, as well as individual departments within the City.
- Performs a variety of the technical graphics tasks required for various projects.
- Uses digital photography, including scanning and photo manipulation, in website design and other publications.
- Utilizes various software application programs to update and maintain various websites and evaluates performance.
- Prepares presentation graphics and materials on various computer programs.
- Collaborates with departments on marketing and public information materials, including on-line services and print publications.
- Performs related work as required.

### Minimum Qualifications:
Completion of a two-year vocational, technical or college program in computer sciences, communications, graphic or commercial art, or public relations. Bachelor’s Degree in graphic or commercial art, computer sciences or Internet communications is preferable. Considerable experience with Macintosh and Windows operating systems with some progressive experience in illustrative, commercial or graphic artwork.

### Knowledge and Skills:
- Thorough knowledge of Macintosh and Windows operating systems in Quark XPress, Adobe Creative Suite programs and Dreamweaver or HTML editing software.
- Thorough knowledge of computer graphics techniques, electronic generation of type styles and computerized layout.
- Considerable knowledge of creating and maintaining large interactive websites using HTML, CSS and various server and client side scripting languages.
- Considerable knowledge of illustrative and graphics design art practices as related to printing, drawing, reproduction and visual displays.
- Considerable knowledge of art materials, supplies, equipment, printing practices and photographic equipment.
- Considerable knowledge in the use and selection of type styles and their varied effects and applications.
• Considerable knowledge of applicable digital graphics and multimedia technology, including software, hardware and peripheral devices.
• Knowledge of the layout, reproduction, assembly, binding and distribution of reports, booklets, pamphlets and other printed matter.
• Skill in lettering, drawing, free-hand sketching, drafting and preparing materials for display or reproduction.
• Skill in the use of computer typesetting, electronic graphic equipment and other related equipment utilized for commercial art purposes.
• Ability to plan, create, design and produce attractive and effective art creations at a professional level of competence.
• Ability to communicate clearly and concisely, orally and in writing.
• Ability to establish and maintain effective working relationships with employees, and the public as necessitated by the work.

Required Responsibilities:
Successful demonstration of the following competencies are standard expectations for all City staff: cultural competence, inclusivity, job knowledge, productivity, quality of work, adaptability/flexibility, communication, and customer focus. Additional competencies are assigned based on the employee’s job classification. Information about the required competencies including definitions can be found in the Core Competency Guide, a copy of which is located on the U: drive/Human Resource Info/Job Descriptions folders and on the intranet.

Necessary Special Requirements:
If assigned duties require the use of a personal motor vehicle, an automobile insurance policy that meets the minimum requirements of liability established by the State of Florida for property damage and personal injury coverage must be maintained.