



Title: Graphics Designer

FLSA Status: Exempt

BRIEF DESCRIPTION:

The purpose of this position is to support the City of Peoria public information programs and objectives, and coordinate activities with City of Peoria departments. This is accomplished by providing professional level graphic design and desktop publishing services for City departments. Other duties include assisting the Communications and Marketing Manager, Public Information Director and Webmaster as required.

ESSENTIAL FUNCTIONS:

Note: This information is intended to be descriptive of the key responsibilities of the position. The list of essential functions below does not identify all duties performed by any single incumbent in this position. Additionally, please be aware of the legend below when referring to the physical demands of each essential function.

(S) Sedentary	(L) Light	(M) Medium	(H) Heavy	(V) Very Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	Exerting up to 20 lbs. occasionally; 10 lbs. frequently; or negligible amounts constantly; OR requires walking or standing to a significant degree.	Exerting 20-50 lbs. occasionally; 10-25 lbs. frequently; or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally; 10-25 lbs. frequently; or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally; 50-100 lbs. frequently; or up to 20-50 lbs. constantly.

#	Code	Essential Functions
1	S	Establishes working relationships with departments to understand their needs and provide related advisement.
2	S	Creates original artwork and design of graphics, illustrations, drawings, lettering and photographs. Provides creative and graphics-related assistance for publicity campaigns and projects.
3	S	Develops layout and design of forms, brochures, newsletters, manuals, reports, charts, novelty items, fliers, print advertisements, signage, letterhead, envelopes, business cards, and displays.
4	L	Scopes and photographs appropriate activities/objects/locations for use in graphic elements.
5	S	Writes and edits copy for print advertisements and materials.
6	S	Plans, organizes, and evaluates technical considerations for typesetting, printing, photography, and camera work.
7	S	Manages projects, prepares status reports, outlines priorities, identifies time frame and funding constraints, and develops procedures for project completion.
8	S	Determines computer/software needs based on projects and changing technology.
9	S	Works closely with vendors, including printers and advertising representatives.
10	S	Adheres to city-approved graphic standards and applicable federal copyright laws.
11	S	Proof final drafts for copy and artwork before production.



JOB REQUIREMENTS:

-Description of Minimum Job Requirements-	
Experience	4-6 years experience. Considerable previous experience required in the same or similar previous positions. The job requires an expert or journey level of knowledge of common and uncommon techniques, concepts, methods, practices, procedures, use of forms, routines, etc., of an extremely complex nature
Education	Four year college or university (or baccalaureate equivalent). An equivalent combination of education and experience is acceptable.
Technical Skill	Advanced. Work requires advanced skills, specialized knowledge, and extensive expertise in approaches and systems.
Physical Demands	Work requires light or low amount of physical exertion. The job requirements for manual dexterity or physical manipulation are limited. The need for physical stamina and endurance is of minimal or low significance. The degree of physical strain produced on the job is somewhat taxing, but does not usually produce fatigue and require periods of rest. Freedom of movement exists, and the job does not confine the employee to a prescribed body posture. Body movement usually involves sitting and intermittent walking.
Contacts	Contacts are an integral part of the job as work involves internal and external contacts for the purpose of problem-solving with respect to matters of considerable importance to the organization requiring tact, diplomacy and persuasiveness and/or where no guidelines exist. Improper handling could affect relationships between departments or functions. Contacts are frequently at the same or higher levels. Interactions may affect City business. Work involves regular contact with people who are upset, uncooperative or have difficulty communicating their requirements and/or a regular requirement to communicate information that people do not want to hear to find upsetting.
Responsibility	May show another employee how to perform a task or may have some lead authority over one or more people for a short period of time through the year. May train replacement and/or co-worker in own job functions.
Accountability	Decision/action situations have a significant impact on the organization. Errors are difficult to detect and result in immediate impact on resources and continuing influence on operational effectiveness. Revenue, productivity, service, quality, security of assets or external relationships may be adversely affected. Corrections may be more costly than original action.
Environment	Exposure to some undesirable or unpleasant environmental characteristics. Physical environment is generally safe and there is minimal health risk. No safety equipment or unusual precautions are required.
Safety	Work involves few, if any, duties that if incorrectly performed could present a safety risk to others.
Reading	Advanced - Ability to read literature, books, reviews, scientific or technical journals, abstracts, financial reports, and/or legal documents. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.



Math	Intermediate - Ability to deal with system of real numbers; practical application of fractions, percentages, ratios/proportions and measurement. Ordinarily, such education is obtained in high school up to college. However, it may be obtained from experience and self-study.
Writing	Advanced - Ability to write editorials, journals, speeches, manuals, or critiques. Ordinarily, such education is obtained in at the college level or above. However, it may be obtained from experience and self-study.
Certification & Other Requirements	None.



OVERALL PHYSICAL STRENGTH DEMANDS:

-Physical strength for this position is indicated below with "X"-				
Sedentary X	Light	Medium	Heavy	Very Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally, 10-25 lbs. frequently, or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

PHYSICAL DEMANDS:

C Continuously <small>2/3 or more of the time.</small>	F Frequently <small>From 1/3 to 2/3 of the time.</small>	O Occasionally <small>Up to 1/3 of the time.</small>	R Rarely <small>Less than 1 hour per week.</small>	N Never <small>Never occurs.</small>
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Note: This is intended as a description of the way the job is currently performed. It does not address the potential for accommodation.

-Physical Demand-	-Frequency-	-Brief Description-
Standing	O	Making presentations, observing work site, observing work duties, communicating with co-workers
Sitting	C	Desk work, meetings
Walking	F	To other departments/offices, around work site
Lifting	O	Supplies, files
Carrying	O	Supplies, files
Pushing/Pulling	N	
Reaching	R	For supplies, for files
Handling	F	Paperwork
Fine Dexterity	C	Computer keyboard, telephone keypad
Kneeling	R	Filing in lower drawers
Crouching	N	
Crawling	N	Under equipment
Bending	R	Filing in lower drawers
Twisting	F	From computer to telephone
Climbing	R	Stairs
Balancing	N	
Vision	C	Reading, computer screen, observing work site
Hearing	C	Communicating via telephone/radio, to co-workers/public, listening to equipment
Talking	C	Communicating via telephone/radio, to co-workers/public
Foot Controls	N	
Other		



MACHINES, TOOLS, EQUIPMENT, SOFTWARE, AND HARDWARE:

Computers, printers and related software. Proficiency in both PC and MAC platforms as well as experience with graphic design software such as Adobe InDesign, Illustrator, and Photoshop.

ENVIRONMENTAL FACTORS:

C Continuously	F Frequently	O Occasionally	R Rarely	N Never
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D Daily	W Several Times Per Week	M Several Times Per Month	S Seasonally	N Never
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-Health and Safety Factors-	
Mechanical Hazards	R
Chemical Hazards	N
Electrical Hazards	R
Fire Hazards	N
Explosives	N
Communicable Diseases	N
Physical Danger or Abuse	N

-Environmental Factors-	
Respiratory Hazards	N
Extreme Temperatures	N
Noise and Vibration	N
Wetness/Humidity	N
Physical Hazards	N

PROTECTIVE EQUIPMENT REQUIRED:

None

NON-PHYSICAL DEMANDS:

F Frequently From 1/3 to 2/3 of the time	O Occasionally Up to 1/3 of the time	R Rarely Less than 1 hour per week	N Never Never occurs
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-Description of Non-Physical Demands-	-Frequency-
Time Pressure	F
Emergency Situation	R
Frequent Change of Tasks	O
Irregular Work Schedule/Overtime	O
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	O
Tedious or Exacting Work	O
Noisy/Distracting Environment	R

PRIMARY WORK LOCATION:

Office Environment	X	Vehicle	
Warehouse		Outdoors	
Shop		Other	
Recreation/Neighborhood Center			