



COUNTY OF YORK JOB DESCRIPTION
Graphics Design Specialist
Community Services
Parks, Recreation and Tourism

Human Resources Department
120 Alexander Hamilton Blvd.
Yorktown, Va. 23690
Phone: 757-890-3687
Fax: 757-890-3699

GENERAL STATEMENT OF JOB

Performs graphic design and illustration work offering creative design experience, as well as photographic services in support of Tourism and Event initiatives. Responsible for the design, layout, and production of high quality print materials such as brochures, ads, posters, logos, etc. Captures photographic images for use in print and publications as well as the tourism website. Maintains digital library of both photographs and design files. Work is performed under regular supervision.

ESSENTIAL JOB FUNCTIONS

Serves as a graphics design specialist for Tourism Development, and other County departments, as time and workload allow. Supports other marketing efforts, including special events.

Assists in the creative design and development of advertising initiatives and other marketing materials on a project-by-project basis; designs, develops, and produces graphics presentations from concept to final production for use in sales, marketing, trade shows, and web applications.

Determines arrangement of illustrative material and copy; selects the style and size of print or font, and arranges layout based on available space.

Continually captures photographic images of County landscapes, special events, historical sites, seasonal photographs, etc. for a variety of uses to include promotional materials, advertising, and trade shows for the marketing of County Tourism initiatives, and for use in other County publications.

Determines seasonal photographs for County tourism website; assists with content review as needed.

Works with outside vendors, agencies, designers, and printers as needed to complete various projects.

Ensures County printed materials and displays stay competitive with the market by attending trade shows and other conferences, etc. to stay current in the industry.

Types materials using a variety of formats; faxes information, maintains cameras, props, etc.

Maintains technical knowledge by reviewing professional publications; participating in professional memberships; attending design workshops.

ADDITIONAL JOB FUNCTIONS

Submits work orders, purchase requisitions, requests for payments, expense reports and other forms; performs other related work as required.

ENTRY KNOWLEDGE, SKILLS, AND ABILITIES

Thorough knowledge of graphic design and illustration techniques and equipment.

Thorough knowledge of personal computers, desktop publishing software, and additionally Adobe Creative Suite to include specific knowledge of Illustrator, In Design and Photoshop and work must be performed on a PC.

Thorough knowledge of scanning images, photo retouching and manipulation, graphic composition, color correction, image compression techniques, and ability to create a balanced composition.

General knowledge of printing and production requirements.

Excellent written and oral communication skills.

Creative, demonstrated visual skills.

Ability to handle multiple projects effectively.

Demonstrated ability to use traditional photographic equipment, film formats, and digital cameras and related equipment effectively.

Ability to create and maintain web pages .

Ability to deal tactfully and effectively with a wide variety of persons, including the general public, citizens, and elected officials.

EDUCATION AND EXPERIENCE

Any combination of education and experience equivalent to an Associate's Degree in graphics design, commercial art, visual communications, or a related field, and 2-4 years of experience in the graphics design field.

SPECIAL REQUIREMENTS

Requires a valid driver's license issued by the Commonwealth of Virginia.

PHYSICAL & MENTAL STANDARDS NEEDED FOR ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be physically able to operate a variety of general office machinery and equipment including personal computer equipment, calculator, etc. There is some walking while shooting photographs, or while coordinating and attending functions. There is minimal stooping and bending when putting supplies away, and occasional lifting and carrying of photographic equipment.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural or compositional characteristics (whether similar or divergent from obvious standards) of data, people or things.

Interpersonal Communication: Requires the ability of speaking and/or signaling people to convey or exchange information. Includes giving instructions, assignments or directions to others; or in receiving instructions, assignments or directions from others.

Language Ability: Requires the ability to read a variety of reports, records and forms, etc. Requires the ability to prepare reports, records and forms, using prescribed formats and conforming to all rules of punctuation, grammar, diction, and style.

Intelligence: Requires the ability to apply principles of logical or scientific thinking to define problems, collect data, establish facts, and draw valid conclusions; to interpret an extensive variety of instructions, and to deal with several abstract and concrete variables.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, to follow oral and written instructions. Must be able to communicate effectively.

Numerical Aptitude: Requires the ability to utilize mathematical formulas; to add and subtract; multiply and divide; utilize decimals and percentages.

Motor Coordination: Requires the ability coordinate hands and eyes rapidly and accurately in using office equipment.

Color Discrimination: Requires the ability to differentiate between colors and shades of color.

Manual Dexterity: Requires the ability to handle general office equipment. Must have minimal levels of eye/hand/foot coordination.

Interpersonal Temperament: Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress and when confronted with persons acting under stress.

Physical Communication: Requires the ability to talk and hear.

Prepared by: _____

Date: _____

Approval: _____