

# GRAPHIC DESIGNER I

## City Clerk's Office - Public Information Division

**THE PURPOSE:** As part of the City Clerk's Office creative public relations team, the person in this position provides a variety of high-profile graphics, desktop publishing and design, and web page editing services for Common Council members and the City Clerk.

### ESSENTIAL FUNCTIONS:

- ❖ Develop the design, layout, format, and graphics for Aldermanic newsletters, postcards, fliers, and various printed material used to communicate with constituents. Draw maps, charts, and graphics; design logos and mastheads; perform digital photographic work; scan photos and artwork; and perform software manipulation of photos, such as retouching and color correcting.
- ❖ Design and maintain Internet web pages using Content Management System (CMS) and HTML consistent with the City of Milwaukee's web site style standards.
- ❖ Prepare and handle mass-mailed newsletters and postcards, including preparing and uploading address files, communicating with internal and external vendors, and ensuring optimal coverage for aldermanic mailings.

**NOTE:** *This position entails working long hours at a computer (i.e., four hours at a time, including breaks).*

### MINIMUM REQUIREMENTS:

1. Bachelor's Degree in Graphic Design, Graphic Arts, Commercial Art, or a related field from a college accredited by an agency recognized by the Council for Higher Education Accreditation (CHEA).  
**NOTE:** *Equivalent combinations of education and experience may also be considered.*
2. Residence in the City of Milwaukee within six months of appointment and throughout employment.

### KNOWLEDGE, SKILLS, ABILITIES, AND OTHER CHARACTERISTICS:

- Knowledge of graphic arts and design principles.
- Ability to identify effective design, layout, and formatting.
- Skill in producing materials for publication, including planning, layout, and graphic design.
- Ability to develop creative, imaginative, and original ideas.
- Knowledge of and ability to use the following computer applications: Adobe Acrobat, Flash, Illustrator, InDesign, Photoshop, and the Microsoft Office suite (particularly Word and PowerPoint).
- Skill in creating and maintaining web sites.
- Knowledge of digital file formats (i.e., tiff, gif, pdf).
- Skill in using a range of job-related tools, from X-ACTO knives to digital cameras.
- Ability to communicate effectively in writing, including basic copywriting and editing.
- Ability to communicate well orally.
- Ability to work effectively with both internal and external customers, regardless of level.
- Ability to manage multiple concurrent projects, changing priorities, and strict deadlines.
- Ability to solve problems and use good judgment.
- Organized and detail-oriented.

**THE CURRENT SALARY RANGE (505) IS: \$34,767 - \$38,474 annually.**