

## GRAPHIC DESIGNER-DIGITAL ARTS MANAGER

**DEPARTMENT** : **CULTURE & ARTS**  
**SALARY** :  
**FLSA** : **NON-EXEMPT**  
**CIVIL SERVICE** : **INCLUDED**  
**BARGAINING UNIT** : **NON-BARGAINING**

### GENERAL STATEMENT OF DUTIES

Professional position responsible for the design of all printed and electronic promotional/informational material for the Waterloo Center for the Arts and for management of digital arts functions, programs and the digital arts studio. The work is performed under the general direction of the Development/Marketing Manager, but considerable leeway is granted for the exercise of independent judgment and initiative. May assist in supervising interns, instructors and volunteers.

### EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

These functions are considered essential for successful performance in this job classification.

1. Develops, designs and manages printed and electronic materials for the promotion/marketing of events, exhibitions, workshops and classes for the Waterloo Center for the Arts such as brochures, announcements, courseware, presentations, website, etc.
2. Designs interpretive materials for use in exhibitions and educational programs.
3. Designs and manages the Waterloo Center for the Arts website.
4. Manages and maintains the Center's digital arts studio including hardware, software and operations.
5. Manages and maintains digital files to be utilized in a print and electronic environment.
6. Collaborates with Development/Marketing Manager to develop and design advertisements for the Waterloo Center for the Arts such as billboards, commercials, print/electronic ads, etc.
7. Collects or take photos for use in promotional/informational material in a print or electronic environment.
8. Designs building and exhibition signage.
9. Assists with planning, implementing and maintaining technology-based exhibitions and interactives.
10. Works with partnering organizations on collaborative projects.
11. Assists in organizing, implementing and promoting the annual arts and crafts festival and other fund raising events.
12. Prepares and presents written and verbal reports and communications as requested by the Development/Marketing Manager and Culture & Arts Director.
13. Maintains favorable public relations with organizations, institutions, the media and funding sources regarding Center for the Arts program activities.
14. Provides information and technical assistance regarding print and electronic media to Center for the Arts staff and other City departments.
15. Participates in strategy and planning related to Center for the Arts programs and activities.
16. Attends training sessions related to print and electronic media and remains informed on new or innovative methods.

17. Compiles data, prepares reports, performs data entry and completes forms on personal computer using the applicable software.
18. May assist in supervising interns, instructors and volunteers as it relates to digital arts programs and the digital arts studio.
19. May assist with other Center for the Arts programs and activities as needed and provides technical support to other staff members.
20. Works independently and with others with minimum supervision.
21. Attends work regularly at the designated place and time.
22. Performs all work duties and activities in accordance with City policies, procedures and City, OSHA and Center for the Arts safety rules and regulations.
23. Performs all other related duties as assigned.

**REQUIRED KNOWLEDGE & ABILITIES**

1. Extensive knowledge of current methods and techniques of graphic design and digital media.
2. Sound working knowledge of Microsoft Office software including Microsoft Word, Excel, Publisher, Power Point and Outlook and ability to learn specialized software necessary to perform required job responsibilities.
3. Mastery of professional design and web development software.
4. Ability to plan, organize and carry out all activities necessary to complete individual job assignments in a timely and efficient manner.
5. Ability to use artistic knowledge and independent judgment to formulate innovative ideas or designs or to solve problems as they apply to Center for the Arts print and electronic media projects.

6. Ability to communicate effectively orally and in writing and respond to questions from the public, community organizations and coworkers tactfully and in a clear, concise and easily understandable manner.
7. Ability to work independently with minimum supervision.
8. Ability to establish and maintain effective working relationships with other City employees, community groups, the public and print/web industry organizations.
9. Ability to work with people from a broad variety of social, economic, racial, ethnic, cultural and educational backgrounds.

**ACCEPTABLE EXPERIENCE & TRAINING**

1. Bachelor's Degree in graphic design or graphic communications from an accredited college or university with minimum one year experience in graphic design for print and web or related field (volunteer experience, an internship or other verifiable unpaid experience is acceptable)

**OR**

- Any equivalent combination of education and experience that provides the knowledge, skills and abilities necessary to perform the work.
2. Experience using a wide range of professional design and web development software.
3. Work experience must be verifiable with an educational or cultural institution or other agency or business.
4. If using a City vehicle, must have Iowa Driver's License and good driving record based on the City of Waterloo driver performance criteria. A candidate with any of the following will not be allowed to drive a City vehicle: loss of license for any reason during the period of candidacy for employment, if the candidate remains without a valid, current license for the position when the City issues an offer of employment; loss of license, plea of guilty, plea of no contest or its equivalent or

conviction for OWI, reckless driving or other major moving violation within the previous five years; four or more citations for moving violations within the previous three-year period, excluding speeding violations of 10 mph or less over the posted speed limit; three or more citations for moving violations within the previous one-year period. After appointment to the position, disciplinary action or continuing employment status may be reviewed for the following: four or more moving violations within the previous three years, three or more moving violations within the previous one year or loss of license or conviction for OWI, reckless driving or other major moving violation within the previous five years; two or more at-fault accidents within a three-year period while driving on City business; a combination of three or more at-fault or not-at-fault accidents within a three-year period. An applicant's driving record will be reviewed prior to an offer of employment and at least annually after hire.

#### **ESSENTIAL PHYSICAL ABILITIES**

The following physical abilities are required with or without accommodation.

1. Sufficient vision including color vision, depth perception and peripheral vision to perform graphic design duties and to evaluate, organize and develop printed/electronic material and perform other technical duties.

2. Sufficient mobility to move physically within the Center for the Arts building and attend meetings or other activities at various City and community facilities.
3. Sufficient speech and hearing that permits the employee to respond to questions from coworkers, the public and community organizations in person or on the telephone.

#### **MISCELLANEOUS**

1. The City of Waterloo will conduct a background investigation including employment, education and motor vehicle record checks on any applicant being considered for this position.
2. Following a conditional offer of employment, the City of Waterloo reserves the right to require a physical examination, including a drug test, by a physician of the City's choice to determine if an applicant is capable of performing the essential functions of the position.
3. Required to submit to and successfully pass Civil Service testing including panel interview and portfolio presentation.

#### **WORK SCHEDULE**

Generally 8:00 am to 5:00 pm Monday through Friday with one hour unpaid lunch. Must also be available for Center for the Arts or other City activities or meetings that require the attendance of the Graphic Designer-Digital Arts Manager. Occasional weekend hours. Limited overtime.