

**CITY OF FORT ST. JOHN
POSITION DESCRIPTION**

POSITION TITLE: GRAPHIC DESIGNER
DEPARTMENT: STRATEGIC SERVICES
DATE: MAY 2007

NATURE AND SCOPE OF WORK

Under the guidance of the Manager of Economic Development, the Graphic Designer provides support and assistance in relation to the City of Fort St. John's internal and external communications including managing the City's website; assisting in the development of brochures, posters, advertisements, and exhibit materials; distributing news releases; managing distribution lists; managing promotional materials including inventory; developing presentations; as well as performs a variety of clerical duties including operating office equipment and performing other related functions.

Must be able to work flexible hours including weekends and evenings as required.

SUPERVISION RECEIVED

Accountable to the Manager of Economic Development

SUPERVISION EXERCISED

May supervise other staff and/or volunteers on an irregular basis.

KEY RESPONSIBILITIES

Assists in the creation, authoring, editing and preparation of digitally-based informational, promotional and marketing materials such as newsletters, brochures, advertisements, fact sheets, CDs/DVDs, business directories, photographic and video libraries, PowerPoint presentations and large scale exhibit and display signage.

Maintains the web site including technical aspects, conceptual and structural development and content; provides input on the measurement and evaluation of the web site's role in marketing performance.

Assists in the development and implementation of marketing tools and tactics necessary to promote new and ongoing economic development, special event and tourism initiatives.

Keeps abreast of new technologies in the graphic art field and makes recommendations for improvement.

Uses critical thinking to develop new and innovative advertising designs and templates; develops, initiates and standardizes an overall professional look and feel to the City's marketing, promotion and communication tools; provides related computer and software support and expertise.

Investigates and resolves equipment software and network system problems and confers with technical staff on the more complex or unusual problems and resolves under their direction; provides advice and assistance to other users on equipment and software capabilities.

Supports the Communications Coordinator by preparing and distributing news releases, managing distribution lists, developing advertising campaigns, identifying and generating "success stories", selecting promotional aids and exhibit materials, managing and protecting logos and promotional materials and developing presentations.

Tracks information pertaining to the performance measurement of marketing and communications campaigns, enquiry fulfillment and other related endeavours; provides monthly reports as requested/required.

Performs various administrative duties including word processing, data-base upkeep, faxing, filing, photocopying; assists with bulk mail-outs; performs other related duties.

Responsible for setting up and maintaining the departments filing system including indexing files and materials and conducting file searches for requested information.

Researches and compiles information and required factual content for marketing materials. (Economic, demographic, educational, community, life-style and other information)

Requisitions and inventories promotional materials including monitoring systems to ensure ready access; maintains the storage area.

Assists with promotional event coordination and execution.

REQUIRED KNOWLEDGE, ABILITY AND SKILL

Thorough knowledge in print production (including four-process work) and the use of graphic design software programs and web-based promotional tools and tactics; thorough knowledge of principles and practices of graphic design, colours, and typography; possesses a strong visual design sense; ability to come up with a number of creative and appropriate ideas

Thorough knowledge of HTML, other web authoring applications, web site navigation, page setup, imaging principles, and demonstrated experience in web site content development.

Solid technical skills and knowledge of Creative Suite (primarily InDesign, Photoshop and Illustrator). Excellent computer skills relative to databases, spreadsheets and desktop publishing; solid knowledge of MS Office products, principally Word, Excel, PowerPoint, Outlook and Publisher (or other desktop publishing software); familiarity with performing administrative tasks on a server-based network.

Excellent oral communication skills; excellent written communication skills - extensive knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

Demonstrated ability to perform complex and multiple tasks in a rapidly changing, fast-paced environment; ability to organize work and prioritize to meet formal deadlines with continuous interruptions; strong analytical and project management skills.

Familiarity of Privacy Legislation governing electronic use and maintenance of information.

Ability to develop and maintain constructive and cooperative working relationships with others; demonstrated experience working in a cooperative team environment involving many internal and external stakeholders with challenging levels of expectations and tight deadlines.

Ability to receive and provide constructive criticism

Exemplary customer service skills.

Confident and energetic personality.

REQUIRED QUALIFICATIONS, LICENCES, CERTIFICATES AND EXPERIENCE

- Diploma in Graphic Design, Web Design or a closely related field; (eg. Marketing with Graphic Design focus)
- Experience performing graphic design and illustration including design and production campaigns/designs; working with a combination of digital photographic and illustrative images; working with digital editing programs such as Adobe Creative Suite.

- Valid BC Class 5 Drivers' License

TOOLS AND EQUIPMENT USED

Computers, printers, photocopiers, folders, scanners, digital cameras, telephone, fax and other related office equipment

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use hands to finger, handle feel or operated objects, tools, or controls and reach with hands and arms. The employee frequently is required to stand, and talk, see or hear. The employee is occasionally required to walk: sit: climb: or balance stoop kneel, crouch or crawl and smell.

The employee must frequently lift and/or move up to 25 kg. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

GENERAL

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. 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.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

This is a position in the B.C. Government Service and Employee's Union.