

GRAPHIC ARTIST

Code No. 4-18-037
NON-COMPETITIVE

DISTINGUISHING FEATURES OF THE CLASS: This position, located at the Department of Communications, is responsible for developing original visual and print media for Monroe County government. Duties involve conceiving, designing, and producing content for web-based, electronic and print communications. Work is performed in close coordination with the County Executive's Office. The employee reports directly to, and works under the general supervision of a communications director or other higher-level staff member. Does related work as required.

TYPICAL WORK ACTIVITIES: (All need not be performed in a given position. Other related activities may be performed although not listed.)

Creates charts, diagrams, graphs, posters and other graphic illustrations for instructional and/or informational purposes utilizing desktop publishing;

Prepares original artwork to fit the topic being presented and the form of visual or print media used;

Designs pamphlets, brochures, calendars, newsletters, booklets and forms;

Communicates with printers and vendors regarding methods, costs, deadlines and deliveries;

Completes or oversees short notice artwork, signs and miscellaneous instructional aides;

Utilizes graphics and at times photography, sound and video for events and marketing materials;

Assists in the production of multi-media presentations for events and projects;

Assists in developing social media, creating materials for analyzing analytics and on-line posts, and developing strategic plans for social media;

Assists with website maintenance and graphic content creation and creation and updating of banners and images for website and on-line posting;

Assists in planning special events, programs, and marketing communications;

Assist in crisis communication during training drills and disaster preparations;

Prepares and conducts programs, demonstrations, and workshops at social media training events.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES, AND PERSONAL CHARACTERISTICS: Thorough knowledge of the field of graphics; good knowledge of photography and its principles; good knowledge of layout and arrangement; good knowledge of social media and its basic principles and strategies; ability to create charts, diagrams, graphs, posters and simple illustrations; ability to create original artwork; ability to formulate and prepare visual aids; ability to communicate orally and in writing; ability to work well with a variety of people; ability to adapt and take initiative; good judgment; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS: Graduation from high school or possession of an equivalency diploma plus EITHER:

- (A) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's degree in Mass Communications, Advertising Design, Multimedia Design and Development, Graphic and Multimedia Design, Graphic Design, Illustration, New Media, Videography or a closely related field, or a Bachelor's in Fine Arts plus one (1) year paid full-time or its part-time equivalent experience in desktop publishing and graphic design, or videography; OR,
- (B) Graduation from a regionally accredited or New York State registered college or university with an Associate's degree in one of the fields mentioned in (A) above plus three (3) years paid full-time or its part-time equivalent experience in desktop publishing and graphic design, or videography; OR,
- (C) Five (5) years paid full-time or its part-time equivalent experience in desktop publishing and graphic design, or videography; OR,
- (D) An equivalent combination of education and experience as defined by the limits of (A), (B) and (C) above.

SPECIAL REQUIREMENTS: If you are appointed, you will be required to possess a valid license to operate a vehicle in New York State or otherwise demonstrate your ability to meet the transportation needs of the position.

Monroe County Civil Service Commission

REVISED: December 11, 1986

REVISED: April 3, 1996

REVISED: October 9, 1997

REVISED: April 4, 2002

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