

# NEW CASTLE COUNTY GOVERNMENT

Number 0651

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## CLASS SPECIFICATION

Date 7/10/19

Title: GRAPHIC ARTS DESIGNER II

Approved:



GENERAL STATEMENT OF DUTIES: Designs, edits, publishes and shares a wide variety of outreach and information, such as advertisements, flyers, event programs, and posters in various County publications, websites and social media pages; does related work as required.

DISTINGUISHING FEATURES OF THE CLASS: An employee in this class creates, edits, displays and publishes graphic art work and media in the preparation of maps, illustrations, posters, and publications. This employee is assigned responsibility for maintaining social media pages and special graphics and must exercise initiative and independent judgment in the development of the desired material. The work is performed under the general supervision of a general manager, division manager or their designee.

### EXAMPLES OF WORK: (Illustrative only)

- Designs posters, large-scale signage, banners, billboards and branding/logo design, flyers, booklets, folders, pamphlets, handling all phases of the work from original layout or sketch to finished drawing or final printed product;
- Creates charts, and graphs for displays and drawings for covers;
- Develops innovative, creative, cost-effective and customer-friendly art and media;
- Researches various outreach and media types that best suit the department's or County's message;
- Generates, edits, publishes and shares engaging content that best build connections and encourage interactions with followers;
- Monitors multiple social media pages;
- Create graphics to enhance social media posts;
- Collaborate with marketing team and managers to gain exposure for various programs/events;
- Ensures brand consistency in marketing and social media messages when working with various departments;
- Provides guidance and training on social media implementation best practices and strategies;
- Assists in growing and expanding the County's social media presence;
- Proofreads;
- Creates cohesive and unique designs to reflect the needs of requesting departments;
- Aids in the print process of requested materials;
- Does freehand or stencil lettering;
- Does "paste-ups" of various publications;

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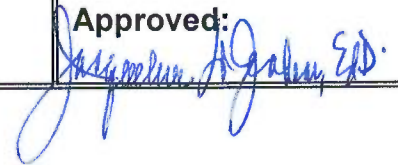
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## CLASS SPECIFICATION

Date 7/10/19

Title: GRAPHIC ARTS DESIGNER II

Approved:



- Writes printing specifications for bids;
- Maintains inventory of supplies and equipment;
- Prepares information for publications, reports, and manuals;
- Sets up third dimensional displays for special occasions;
- Prepares planning maps and reports, including topography and format;
- Promotes an ongoing attitude of dedication to excellent public service to ensure that internal and external customers are provided with the highest quality of service;
- Operates a personal computer, and other related equipment in the course of the work.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES: Thorough knowledge of the principles and practices of social media and graphic and commercial art; good knowledge of cartography, photography, and topography; knowledge of printing and reproduction techniques; excellent technical and creative skills in the use of a variety of software programs and media websites to design, lay out, and prepare advertisements, charts, manuals, reports, flyers, posters and publications; skill in freehand drawing, lettering, and coloring; ability to develop illustrative materials based on a minimum of instructions from textual, tabular, and other material; ability to establish and maintain effective working relationships with employees; ability to communicate courteously and effectively, both verbally and in writing.

MINIMUM QUALIFICATIONS: At least five (5) years' experience in graphic or commercial art and completion of two (2) years of college with major course work in commercial or graphic art, cartography, drafting, engineering, or related field; or a combination of education, experience and training directly related to the required knowledge, skills, and abilities.

ADDITIONAL REQUIREMENTS: Must pass a County Class III physical examination and background check.

HISTORY OF REVISIONS:  
Established: 7/10/19