

CITY OF HAYWARD

GRAPHICS AND MEDIA RELATIONS TECHNICIAN

DEFINITION

Under general supervision, prepares City social media content, coordinates website content, assists in the drafting of press releases and City publications, and prepares graphics, illustrations, marketing collateral, brochures, pamphlets, applications, forms, publications, web graphics, and other visual aids using a variety of techniques.

DISTINGUISHING CHARACTERISTICS

This is a journey technical level position in which incumbents are expected to independently perform the full range of duties assigned. Incumbents prepare publications, marketing materials, web graphics. Incumbents must be able to work independently, complete tasks quickly and efficiently, prioritize tasks and adapt to changing priorities, and be self-motivated.

SUPERVISION RECEIVED

General supervision is provided by Community and Media Relations Officer and/or City Manager's Office staff as assigned.

SUPERVISION EXERCISED

May provide technical or functional direction to clerical staff.

ESSENTIAL DUTIES

Duties may include, but are not limited to the following:

Works with various departments to design, produce, and help distribute published marketing material promoting City events and services.

Retouches and color corrects photography for use in city media efforts.

Assists with planning, preparation, and implementation of social media campaigns (i.e. Facebook and Twitter) across departments for major projects.

Drafts, edits, and produces media content on various social media channels and on the City's television station, KHRT.

Assists the Community and Media Relations division in the planning, production and implementation of public outreach efforts; provides support to various City departments in online community outreach and social media messaging.

ESSENTIAL DUTIES (continued):

Provides assistance in the layout and production of City newsletters and communications.

Takes, edits, stores, and catalogs photographs for use in current projects as well as future needs.

Designs and prepares artwork, graphics, signs, illustrations, handouts, and other visual aids using graphic design software for staff reports, publications, presentations, and other community outreach efforts.

Produces materials for printing in-house or by outside printers.

Produces original illustrations and infographics to aid in visual storytelling efforts and communication programs.

Creates and updates City website content and structure in coordination with the Community and Media Relations division and other divisions.

Performs related work as necessary.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of:

Adobe Creative Suite.

English grammar, writing, and communication skills.

Principles of and current techniques for preparing artwork, graphics, signs, illustrations, maps, handouts and other publications.

Basic principles and practices in marketing and public relations.

Principles of in web and visual design.

Basic mathematical principles.

English usage, spelling, grammar, and punctuation.

Customer service principles.

Productive use of computer equipment and common software applications.

JOB RELATED AND ESSENTIAL QUALIFICATIONS (continued):

Ability to:

Design, render and produce, drawings, sketches, publications, charts, spreadsheets, and other visual aids using freehand techniques and graphic design.

Exercise creativity and good judgment in producing thoughtful, engaging media content.

Organize work, set priorities and meet critical time deadlines.

Prepare, update and maintain files and records effectively and efficiently.

Maintain attention to detail, accuracy, and presentation while meeting critical deadlines.

Effectively use computers for graphics and create word processing documents.

Work independently and effectively prioritize work.

Work under pressure and adapt to shifting priorities.

Establish and maintain effective working relationships with City staff, vendors, and the general public.

Effectively communicate verbally and in writing.

Maintain confidentiality as necessary.

EXPERIENCE AND EDUCATION

Any combination equivalent to experience and education that could likely provide the required knowledge and abilities would be qualifying. A typical way to obtain the knowledge and abilities would be:

Experience: Two (2) years of experience in graphic design, web design, social media content creation, or a closely related field. Public sector experience is desirable.

Education: Possession of an Associate's Degree with coursework in Graphics, Graphic Design, Web Design, or a related field, or the equivalent in work experience.

EXPERIENCE AND EDUCATION (continued):

Licenses and Certificates: Possession and maintenance of a valid California Class C Driver's License is required.

SPECIAL REQUIREMENTS

Essential duties require the mental and/or physical ability to: work in a standard office environment and use standard office equipment and current software; to grasp, perform repetitive hand movements and fine coordination to prepare documents and data using a computer keyboard and mouse/trackball; sit for prolonged periods of time; walk, stand, crouch, reach, twist, turn, kneel, bend, squat, stoop and safely lift and move equipment and materials weighing up to 35 pounds; converse by telephone, by email, in person, and to small or large groups and be clearly understood; read and comprehend legal, technical and complex documents; interact with the public and all different levels of City staff in an effective and professional manner; and safely drive to various locations throughout the City and County to fulfill assigned duties. Essential functions must be performed with or without reasonable accommodations.

PROBATIONARY PERIOD: One (1) year

Created: May 2000

Revised: July 2013

Revised: January 2016

Revised: March 2017

AAP STATUS: 5

FPPC STATUS:

FLSA: Non-exempt