

CSC Adopted: October 2001, CSC Revised: _____

Class Title: Creative Designer & Production Manager

BRIEF DESCRIPTION OF THE CLASSIFICATION:

Conceptualizes and creates publications, graphics in software programs, videos, and other specialty items for the City. Coordinates projects and consults with other City departments.

ESSENTIAL FUNCTIONS:

This information is intended to be descriptive of the key responsibilities of the classification. The following examples do not identify all duties performed by any single incumbent. Specific requirements of individual positions are described in the Job Description.

Physical Strength Code		ESSENTIAL FUNCTIONS
1	S	Designs and produces Norfolk Quarterly, ads, brochures, logos, posters, specialty items and other publications by conceptualizing finished work, typesetting, organizing photo shoots, taking photographs, researching photos, scanning photos/art, creating photo illustrations, photo collages, and photo retouches, setting up digital files, setting up page layout, and creating video ready artwork and motion graphics.
2	L	Coordinates projects and consults with other City departments by contacting printers for estimates, capabilities and availability, and meeting with and advising other departments about layout, text, design, printing, software, digital files, and related issues.

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CLASS REQUIREMENTS:

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Formal Education / Knowledge	Work requires knowledge of a specific vocational, administrative, or technical nature which may be obtained with six months/one year of advanced study or training past the high school equivalency. Junior college, vocational, business, technical or correspondence schools are likely sources. Appropriate certification may be awarded upon satisfactory completion of advanced study or training.
Experience	One years experience in the graphic design field.
Certifications and Other Requirements	Valid Driver’s License may be required depending on assignment.
Reading	Work requires the ability to read publications and technical manuals.
Math	Work requires the ability to perform general math calculations such as addition, subtraction, multiplication and division.
Writing	Work requires the ability to write headlines, advertisements, brochures, and logos.
Managerial	Managerial responsibilities include developing and coordinating graphics schedules with other departments.
Budget Responsibility	N/A
Supervisory / Organizational Control	Work requires the occasional direction of helpers, assistants, seasonal employees, interns, volunteers or temporary employees.
Complexity	Work is widely varied, involving analyzing and evaluating many complex and significant variables. City-wide policies, procedures, or precedents are developed and/or recommended.
Interpersonal / Human Relations Skills	Contacts others within the organization. These contacts may involve similar work units or departments within the City which may be involved in decision making or providing approval or decision making authority for purchases or projects. Vendors and suppliers may also be called upon for information on purchases, supplies or products. Meetings and discussions may be conducted with customers, brokers and sales representatives.

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OVERALL PHYSICAL STRENGTH DEMANDS:

Sedentary	Light X	Medium	Heavy	Very Heavy
S = Sedentary Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time	L = Light Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	M = Medium Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	H = Heavy Exerting 50-100 lbs. occasionally, 25-50 lbs. frequently, or up to 10-20 lbs. constantly.	VH = Very Heavy Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

PHYSICAL DEMANDS:

C = Continuously 2/3 or more of the time.	F = Frequently From 1/3 to 2/3 of the time.	O = Occasionally Up to 1/3 of the time.	R = Rarely Less than 1 hour per week.	N = Never Never occurs.
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This is a description of the way the job is currently performed; it does not address the potential for accommodation.

PHYSICAL DEMANDS	FREQUENCY CODE	DESCRIPTION
Standing	R	Office equipment, taking photos
Sitting	F	Computer, designing artwork, ads, brochures, logos, posters, creating graphics
Walking	O	To/from office equipment
Lifting	R	Photos, posters, layouts, cameras
Carrying	R	Photos, posters, layouts, cameras
Pushing/Pulling	R	Chair, desk drawers
Reaching	O	Across desk, photo equipment
Handling	F	Photos, posters, layouts, cameras
Fine Dexterity	F	Computer keyboard, telephone keypad, cameras, drawing
Kneeling	N	
Crouching	N	
Crawling	N	
Bending	R	Using office equipment
Twisting	N	
Climbing	N	
Balancing	N	
Vision	C	Computer, desk work, designing artwork, ads, brochures, logos, posters, creating graphics
Hearing	C	Staff, supervisor, printers, telephone
Talking	F	Staff, supervisor, printers, telephone
Foot Controls	N	
Other (specify)	N	

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MACHINES, TOOLS, EQUIPMENT, AND WORK AIDS:

Computer, laser or inkjet printer, scanner, Standard Microsoft Windows and Office software, Photoshop, Freehand, Flight Check, Quark Xpress, After Effects, Premiere/Avid, telephone, cameras

ENVIRONMENTAL FACTORS:

D = Daily	W = Several Times Per Week	M = Several Times Per Month	S = Seasonally	N = Never
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HEALTH AND SAFETY		ENVIRONMENTAL FACTORS	
Mechanical Hazards	N	Dirt and Dust	N
Chemical Hazards	N	Extreme Temperatures	N
Electrical Hazards	N	Noise and Vibration	N
Fire Hazards	N	Fumes and Odors	N
Explosives	N	Wetness/Humidity	N
Communicable Diseases	N	Darkness or Poor Lighting	N
Physical Danger or Abuse	N		
Other (see 1 below)	N		

PRIMARY WORK LOCATION	
Office Environment	X
Warehouse	--
Shop	--
Vehicle	--
Outdoors	--
Other (see 2 below)	--

- (1)
- (2)

PROTECTIVE EQUIPMENT REQUIRED:

None

NON-PHYSICAL DEMANDS:

C = Continuously 2/3 or more of the time.	F = Frequently From 1/3 to 2/3 of the time.	O = Occasionally Up to 1/3 of the time.	R = Rarely Less than 1 hour per week.	N = Never Never occurs.
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NON-PHYSICAL DEMANDS	
Time Pressures	F
Emergency Situations	R
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	O
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	O
Tedious or Exacting Work	F
Noisy/Distracting Environment	N
Other (see 3 below)	N

- (3)