



<b>DATE</b>	August 2023
<b>JOB CODE</b>	
<b>FLSA</b>	EXEMPT
<b>EEO</b>	

JOB TITLE: Graphics/Production Supervisor  
DEPARTMENT/DIVISION: Marketing Services  
REPORTS TO: Marketing Director

**SUMMARY:** Responsible for designing and utilizing graphic designs, desktop layouts, photography imaging, art direction, and print to create marketing materials that promote the City of Carrollton while maintaining brand standards and focusing on City image. This position supervises the Digital Content Specialists, ensuring all branding and graphics adhere to City branding standards. Work is performed with limited supervision, collaboration with team members, multitasking, organization, self-motivation, and critical thinking.

**ESSENTIAL JOB FUNCTIONS:**

- Develops, implements, and oversees direct reports' creation and implementation of graphic design, desktop layouts, photography imaging, editing, art direction, and coordinates printing and production jobs with vendors to meet a diverse range of graphic arts needs for the City.
- Collaborates in strategic development of campaigns and provides creative input and direction.
- Uses a variety of design elements to achieve artistic or decorative effects, including selecting colors, photos, textures, and graphics to create layouts that combine art and technology to communicate ideas with a focus on City image and branding standards.
- Creates and oversees delegated creation of print material, digital communications, video, web graphics, etc. To meet specific project or promotional needs.
- Creates and maintains corporate graphic standards and assists in ensuring that standards are followed by all City departments.
- Maintains up-to-date knowledge of City policies, procedures, programs, and visual communication brand guidelines and ensures that brand standards are followed by direct reports and all City departments.
- Assesses design needs, prioritizes deliverables, assigns projects to Digital Content Specialists, and manages design workflow.
- Oversees the creative design for an array of product types, including infographics, logos, brand identity, print materials, billboards, print advertising, digital communications, motion graphics, web graphics, etc.
- Reviews materials produced by the Digital Content Specialists and provides visual problem-solving insights, creative guidance, and constructive feedback
- Manages relationships with outside vendors to obtain quotes, manage deadlines, and production/distribution of deliverables.

- Provides technical support for graphics and/or other related computer software applications and supervises web software upgrades and maintenance of the City's website and assists as needed.
- Meets with internal departments to determine needs, scope of project, and to establish a vision for designs and campaigns. Advises on strategies to reach a particular
- audience, and incorporates changes made by the departments into final designs.
- Assists web specialists with website design questions and needs.
- Manages the City's government TV 24-7 programming, including designing, and
- coordinating the distribution of electronic bulletin boards, public meeting replays, and
- special programming.
- Conducts research, compiles results, and analyzes information in support of performance
- report preparation and assigned special projects.
- Provides professional level administrative activities in support of departmental operations
- and goals, including creation of budgeting spreadsheets and tracking of expenses, as well as
- managing contracts and monitoring the performance of external
- contractors.
- Writes, edits, and proofreads copy for City publications and produces clean, clear copy that
- requires minimal editing or revision.
- Manages contract for translation services provided by external vendors, and formats
- translated documents into acceptable format prior to distribution.
- Hires and trains Digital Content Specialists and supports their growth and development.
- Performs other duties as assigned.

#### **KNOWLEDGE, SKILLS, AND ABILITIES:**

- Knowledge of web usability standards in order to work within the City of Carrollton's overall brand guidelines and visual standards
- Knowledge of web standards and best practices
- Knowledge of basic elements of web design (image resizing, image optimization), but does not need to understand code
- Knowledge of design principles (including website, social media, video, and graphic design)
- Knowledge of process as well as the artistic talent to balance color and form to create visually appealing, but functional content
- Knowledge of photography principles and practices;
- Knowledge of municipal government operations;
- Knowledge of proper use of the English language;
- Knowledge of modern office equipment;
- Knowledge of print production principles;
- Knowledge of media relations principles;
- Skilled in applying independent judgment, personal discretion, and resourcefulness in interpreting and applying guidelines
- Skilled in developing marketing and advertisement materials
- Skilled in tracking, analyzing, and interpreting online data
- Skilled in operating a computer and related software applications
- Skilled in attention to detail
- Skilled in Adobe Creative Suite programs

- Skilled in verbal and written communications
- Skilled in manipulating photographs;
- Skilled in developing graphic design elements;
- Skilled in creating desktop publishing designs;
- Skilled in pre-flighting files for printing;
- Skilled in writing and editing copy;
- Skilled in prioritizing, organizing, and managing multiple simultaneous projects;
- Skilled in preparing clear and concise reports, including oral, written, and audio/visual presentations;
- Skilled in gathering and analyzing information and making recommendations based on findings and in support of organizational goals;
- Skilled in communicating effectively with a variety of individuals.

**MINIMUM QUALIFICATIONS:**

- Bachelor's Degree in Marketing, Advertising, Communications, Fine Arts, Graphic Design, or a related field area of study OR four (4) years of progressively responsible experience in website content design, social media programming, and copywriting
- Knowledge of programs within Adobe Creative Suite
- Requires a valid Texas Driver's License

**SUPERVISORY/BUDGET RESPONSIBILITIES:**

- Supervisory responsibility over Digital Content Specialists.

**PREFERRED QUALIFICATIONS:**

- Master's Degree in Marketing, Advertising, Communications, Fine Arts, Graphic Design, or a related field
- Knowledge of ~~Dreamweaver~~ and HTML/CSS
- Skilled in Google Analytics and social media analytics tools
- Skilled in video creation and editing software
- Skilled in animation creation/production

**WORKING CONDITIONS:**

- Frequent climbing, balancing, reaching, sitting, standing, walking, talking, seeing,
- hearing, stooping, kneeling, and manual dexterity.
- Occasional lifting and carrying up to 25 pounds.
- Work is typically performed in both standard office and outdoor environments, with
- potential exposure to adverse weather conditions.

**CONDITIONS OF EMPLOYMENT:**

- Must pass pre-employment drug test.
- Must pass criminal history check.
- Must pass motor vehicle records check.