

CITY OF CHATTANOOGA

Classification Specification Title: Communication Design Supervisor

Department: City Planning

Pay Grade: GS.11

Supervision Received From: Deputy Director RPA

FLSA Status: Exempt

Supervisory Responsibility For: Graphic and Tech Spec

Established: 6/29/07

Revision Dates: 4/1/25;

11/20/24; 8/27/24; 11/17/23;

10/20/23; 7/01/13

CLASSIFICATION SUMMARY:

Incumbents in this classification are responsible for serving as a supervisor and developing more complex graphics and materials. Duties include: overseeing the development of the website; provides high-level support and guidance to other City or County departments. Work requires limited supervision and the use of independent judgment and discretion.

SERIES LEVEL:

The Communication Design Supervisor is the second level of a two-level graphic artist series.

ESSENTIAL FUNCTIONS:

(The following duties ARE NOT intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.)

Supervises graphics design staff, to include: prioritizing and assigning work; conducting performance evaluations; ensuring staff are trained; ensuring that employees follow policies and procedures; maintaining a healthy and safe working environment; and, making hiring, termination, and disciplinary recommendations.

Supervises the day-to-day activities associated with graphic design, which includes: maintaining, administering, and implementing of standard operating procedures, quality assurance standards, policies, goals, objectives, work plans, and workflow; ensuring procedures and equipment meet operational and program performance; and, ensuring compliance with applicable laws, ordinances, codes, rules, regulations, standards, policies, and procedures.

Supervises and participates in designing, laying out, producing, and distributing newsletters and press releases, which includes: reviewing content for accuracy; gathering and incorporating meaningful and important information into items from employee and public information sources; preparing items for print or electronic distribution; and, performing other related activities.

Supervises and participates in creating designs, graphics, and layouts to meet specific promotional needs, such as packaging, displays or logs, utilizing a variety of mediums to achieve artistic or decorative effects; conceptualizes and establishes visual aesthetics for project in keeping with design identity; maintains and promotes design consistency of look, tone, and feel to assigned projects; interprets strategic objectives.

Supervises and participates in the creation of brochures, flyers, posters, annual reports, and other materials, implementing graphic and layout design work, taking photographs, and coordinating the printing of materials.

Supervises and participates in desktop publishing to produce reports, public relations packets, statistical representations, brochures, artwork, and other documents; designs creative ways to present information visually and in print.

Supervises, coordinates, and participates in the development, design, and maintenance of applicable website(s), which includes: executing site architecture and navigation, including redesigns and upgrades; ensuring site is optimized and is cross-platform and cross-browser compatible; collaborating on design and layout issues to facilitate web publishing; gathering and researching information that enhances the value of the site; gathering user feedback for website improvement and enhancements; ensuring creating elements are in line with requirements; writing, modifying, and debugging scripting and code for websites; working with web languages; determining project scope and specifications; and, ensuring the overall quality of website.

Provides professional level expertise, collaborates and integrates cross-section of graphic design, web design, urban design and visual communication which helps coordinate between planners, Information Technology analysts, engineers and stakeholders (including city/county government officials, community leaders, developers, property owners, and the general public).

Provides in-house consulting and initiative to develop approaches to accomplish organizational goals, as well as planning strategies within the graphics department to anticipate future needs and direction.

Assumes the responsibility to ensure the graphics department provides better services and products through greater understanding, improved open communication of information graphics and other staff.

Prepares movies, presentations, and public information displays, which includes: attending meetings to set up items; setting up audio and visual equipment for meetings; creating effects, animations, and other visual images; editing sound and music; and, performing other related activities.

Research software and make recommendations regarding purchases.

Designs and maintains applicable databases.

Works with commercial printers in the preparation of artwork and printed materials to ensure specifications are followed.

Takes photographs for graphics, reference, and documentation purposes.

Transports projects and documents to vendors for photo and copy services.

Must meet regular attendance requirements.

Must be able to maintain good interpersonal relationships with staff, co-workers, managers and citizens.

Must accomplish the essential functions of the job, with or without reasonable accommodations, in a timely manner.

Performs other duties as assigned.

DEPARTMENT SPECIFIC DUTIES (if any):

MINIMUM QUALIFICATIONS:

Associates Degree in Graphic Design, Web-based Design Computer Applications, or related field and four (4) years of progressively responsible graphics design experience or any combination of equivalent experience and education.

LICENSING AND CERTIFICATIONS:

None.

KNOWLEDGE AND SKILLS:

Knowledge of supervisory principles; graphic design principles; print production processes; database development and maintenance principles; photographic equipment; desktop publishing principles; web development, design, and architecture principles; applicable graphics software; and, customer service principles.

Skill in monitoring and evaluating the work of subordinate staff; prioritizing and assigning work; providing customer service, using a computer and related software applications; developing graphics; conducting research; preparing press releases; developing and maintaining databases; reviewing materials for accuracy and completeness; taking photographs; designing graphics and layouts; preparing presentations; and, communication and interpersonal skills as applied to interaction with coworkers, supervisor, and the general public, sufficient to exchange or convey information and to receive work direction.

PHYSICAL DEMANDS:

Positions in this class typically require: fingering, grasping, talking, hearing, seeing and repetitive motions.

WORK ENVIRONMENT:

Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.

SPECIAL REQUIREMENTS:

Safety Sensitive: N

Department of Transportation - CDL: N

Child Sensitive: N

The City of Chattanooga, Tennessee is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourage both prospective and current employees to discuss potential accommodations with the employer.