CITY OF CHATTANOOGA
Classification Specification Title: Graphic and Tech Specialist

Department: City Planning   **Pay Grade: GS.10**

Supervision Received From: Communication Design Sup.   **FLSA Status: Exempt**

Supervisory Responsibility For: None   **Established: 6/29/07**

Revision Dates: 4/2/25;

11/20/24; 10/20/23; 1/11/23

CLASSIFICATION SUMMARY:
Incumbents in this classification are responsible for creating graphics and data visuals, User Experience (UX) design, technical work, branding, and developing and maintaining websites. This position is a professional level, interdisciplinary cross-section of graphic design, web development,UX design and visual communication which collaborates with stakeholders such as: IT, planners, analysts, engineers and consultants; may act as project lead or independently. Duties include: web-based design, maintenance and coding, project branding, layouts, motion graphics, marketing and social media, 2D/3D conceptualizations, data visualizations, as well as developing and implementing strategies to anticipate future design needs and direction. Incumbents will have in-depth knowledge and experience with UX or design environments, software and programming languages such as Adobe Creative Cloud, GIS, motion or 3D, HTML5, CSS, Python, and JavaScript development. Work requires limited supervision and the use of independent judgment and discretion.

SERIES LEVEL
The Graphics & Technology Specialist is the first 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.*)

Develops, designs, and maintains applicable website(s), which includes: wireframing, 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 site meets ADA Federal 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.

Develops, administers and monitors workflow for timely implementation of website update.

May work with apps, APIs, plugins, and other related content. Partners with IT as needed.

Develops and implements strategies within the graphics department to anticipate future needs and direction. Organizes and attends meetings as needed. Able to work in an orderly manner and manage multiple tasks and projects simultaneously.

Collaborates with divisions within the organization to convey research, analyses and raw data in a user-friendly and accessible format. Prepares visualizations such as motion graphics, 2D/3D conceptualizations, infographics and illustrations, to be used in the development of policies, plans, procedures and programs for the department. Establishes, maintains and promotes consistent brand identity.

Shapes and leads solutions to data visualization in an increasingly complex and changing technological environment. Researches and evaluates various approaches and processes. Depending on the purposes and audience of the visualizations and visual communication, formulates the best efficient and effective approach and methodology. Keeps abreast of current graphic design, visual communication applications and application tools; stays tuned to latest technology trends, best practices, issues, and innovations; provides purchase recommendations to managers and/or decision-makers; collaborates with other professionals, consultants, and organizational partners to assess and implement the visual communication and web projects.

Reviews, interprets, and applies Federal, State, and local regulations and requirements as they relate to public outreach, web and communication design.

Provides consultations to stakeholders such as planners, analysts, and engineers related to visualizations, web design, user interface and visual communication for digital and non-digital products.

Demonstrates good use of typography, grid-based design, white space, and color theory. Knowledge of multimedia production tools and methodology and a strong technical aptitude to quickly learn new software and hardware. Strong interest in continuous learning, information design, and technology (mobile and web). Excellent verbal and written communications skills.

Produces work to meet specific marketing or social media needs utilizing a variety of techniques to achieve artistic or communicative effect.

Works with contractors and vendors in the preparation of artwork and printed materials to ensure specifications are followed. Participates in the RFP process for consultant selection including a consultant selection committee; reviews timelines, scope of work, and contractual deliverables; provide guidance and monitor consultant deliverables for accuracy and ensure the contract terms are met.

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:
Bachelor's Degree in Graphic Design, Web-based Design, Computer Applications, Visual Communications, UX Engineering, related field, or equivalent practical experience. Two (2) years of experience in a technical, UX, or design environment. Experience with Adobe Creative Suite. Experience with HTML5, CSS3, and JavaScript development. Experience with the Esri (or similar) GIS Suite or Tableau. Experience with motion or 3D software. A combination of appropriate education and experience may be substituted for the minimum education and experience requirements.

LICENSING AND CERTIFICATIONS

UX Design Certification preferred
Adobe Creative Cloud Certification preferred
Esri Technical Certification preferred
JavaScript, HTML and CSS Certification preferred

KNOWLEDGE & SKILLS:
Knowledge of graphic design principles and applicable graphics software (e.g. Adobe Creative Cloud); programming/mark-up languages (e.g. CSS, HTML, PHP, JavaScript, Python), WC3 and ADA Section 508 usability standards, live streaming and social media; marketing tools/platform; data visualizations and conceptualizations utilizing knowledge of 2D and 3D software (e.g. SketchUp, CAD, GIS, Photoshop, Illustrator, Tableau) in combination with hand drawn techniques.

Candidates must work across discipline lines; demonstrate creative thinking, analytical skills, technical competence, capacity to learn and knowledge of accessible design.

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.