

CITY OF GLENDALE

TITLE:	Creative Designer	CLASS CODE:	455
REPORTS TO:	Creative Services Manager	GRADE:	25
DEPARTMENT:	Marketing and Communications	FLSA:	E
JOB DESCRIPTION DATE: June 5, 2007 cm			

JOB SUMMARY

Conceptualizes, designs and executes a variety of marketing communications collateral for City departments and major Citywide campaigns, including presentations, brochures, print ads, posters, fliers, direct mail and City identity/branding.

ESSENTIAL FUNCTIONS

1. Performs various creative service functions such as development of logos, advertising campaigns, and printed materials including brochures, posters, fliers and signage for city departments; determines cost effective methods to meet client requirements.
2. Researches, develops and recommends ideas and formats for various City projects.
3. Executes creative concepts from start to completion on multiple projects.
4. Reads, understands and translates creative briefs into effective creative projects.
5. Collaborates with Marketing/Communications and other city departments to meet all project timelines and deliverables.
6. Participates in the development and creation of Glendale's image and brand advertising, as well as visitor services, tourism and marketing collateral, for all the "mega events" that Glendale hosts annually, periodically and one-time.
7. Participates in meetings with department representatives citywide to represent the Creative Services Division and services.
8. Negotiates and works closely with vendors and printers.
9. Conducts press checks on behalf of City departments to ensure quality of print jobs.
10. Conducts stock photography research and purchasing and maintains photo library in the Creative Services Division.
11. Determines the creative vision and provides direction when working with external freelancers, illustrators, photographers, interactive agencies, and others.
12. Assists Creative Services Manager with the direction of studio and on-location photo shoots.
13. Produces compelling presentations to support economic development efforts of the City Manager.

SECONDARY FUNCTIONS

14. Performs other related duties as assigned.

KNOWLEDGE, SKILLS, ABILITIES

Knowledge of:

Business and service needs of City departments to help determine solutions
Brand development and the importance of organizational branding and/or re-branding
Creative conceptual design skills
Design fundamentals including page layout, typography, design, composition and color
The latest techniques in advertising and graphic design
Techniques, materials, processes and equipment used in the design, development, preparation and printing of all collateral, ads, and related items

Skill in:

The use of Mac computer and various software utilized for the design and development of graphic art projects including InDesign, Illustrator, Photoshop and Adobe Acrobat 7.0
Organization of projects and attention to detail

Ability to:

Articulate and excel in a team environment
Manage multiple projects with a sense of urgency for all deliverables
Develop campaign concepts based on meetings with City department representatives
Establish and maintain effective working relationships with department representatives, vendors and elected/appointed officials
Design and develop computer generated and freehand graphic and commercial art materials, illustrations, maps and publications
Estimates costs, schedules and manages graphic projects to completion
Communicate effectively both orally and in writing
Lead the work of volunteer and temporary staff

WORKING CONDITIONS

Office setting with occasional controlled exposure to graphics related fumes and chemical substances.

MINIMUM QUALIFICATIONS

Bachelor's Degree in Graphic Art Design, Advertising or related field and three years of experience in graphic art, advertising and/or printing.

Any equivalent combination of training and experience that provides the required knowledge, skills, and abilities, is qualifying.

SPECIAL REQUIREMENTS

Valid Arizona driver's license