

**CITY OF CARLSBAD  
CLASS SPECIFICATION**

**JOB TITLE:                               GRAPHIC PRODUCTION SUPERVISOR**

**DEPARTMENT:                       CITY COMMUNICATIONS**

**BASIC FUNCTION:**

Under general direction, to perform professional duties in the planning, organizing, coordination and direction of graphic design and production projects in support of city issues, programs, services and events. This classification focuses on managing the city's visual brand to achieve the city's communication objectives.

**DISTINGUISHING CHARACTERISTICS:**

This is a single incumbent management position with considerable discretion. This position is responsible for graphic design communication services for the entire city organization. The incumbent is expected to perform the duties independently with only occasional instructions and assistance as new or unusual situations arise; and is fully aware of the procedures and policies of the department. The incumbent's work is reviewed for soundness of judgment and overall effectiveness.

**KEY RESPONSIBILITIES:**

Plan, organize, coordinate and oversee centralized graphic design services and production projects. Ensure project intake, quality control, tracking, file naming and branding guidelines are followed. Manage a high volume of projects, including creating production timelines, allocating resources, and coordinating production and delivery of completed projects.

Advise, confer and coordinate with city departments on graphic and printing needs and objectives. Serve as a single point of contact for city departments when overseeing requests for graphic design and production projects.

Establish production priorities of various graphic design activities.

Evaluate current services, processes and procedures, and recommend process improvements and efficiencies.

Establish standardized templates based on city graphic standards.

Evaluate and recommend new and upgraded graphic design and production software and hardware.

Recommend and administer graphic design and production budget, and monitor expenditures.

Manage agreements for contract services, including negotiating rates with vendors. Coordinate with vendors for contracted services.

Supervise staff, vendors and consultants in the production of informational materials to support city issues, programs, services and events.

Oversee administrative staff for printing and production of informational materials.

Supervise, train, and assign work to employees.

Serve on emergency public information officer, PIO, team.

Perform other duties as assigned.

### **QUALIFICATIONS:**

To perform a job in this classification, an individual must be able to perform the essential duties as generally described in the specification. The conditions below are representative of those that must be met by an employee to successfully perform the essential functions of the job.

#### **Knowledge of:**

- Principles and practices of brand management, print production, and graphic design (including typography, color management, image retouching and file formats).
- Project management.
- Budgeting.
- Time management, organizational and decision making skills.
- Word processing, spreadsheets, database and graphic design software.

#### **Ability to:**

- Use computer and related software applications to assist in performing duties.
- Multi-task and meet deadlines in a fast-paced environment.
- Direct, supervise and train assigned staff.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Work with multiple stakeholders with differing viewpoints in a team based and collaborative work environment.
- Communicate clearly and concisely, orally and in writing.

### **EXPERIENCE AND EDUCATION:**

Any combination equivalent to experience and education that provides the required knowledge and ability is qualifying. A typical way to obtain the knowledge and abilities would be:

Equivalent to a bachelor's degree in business, public administration, advertising, design, communications or a related field.

Two years of increasingly responsible related experience.

**PHYSICAL STANDARDS:**

While performing the duties of this class, an employee is regularly required to sit; talk or hear, in person and by telephone; use hands to finger, handle, feel or operate standard office equipment; and reach with hands and arms. Specific vision abilities required by this job include close vision and the ability to adjust focus to read and operate office equipment as necessary during the course of the work assignments.

In addition, while performing the duties, employees of this class are regularly required to use written and oral communication skills; read and interpret data, information and documents; analyze and solve problems; learn and apply new information or skills; perform detailed work on concurrent tasks; work under deadlines; and interact with staff, and others encountered in the course of work.

Ability to work in a standard office environment; work under pressure and potentially stressful situations. Employees must be able to transport themselves to various locations throughout the city.

The duties of this position are routinely performed in an office setting on city premises.

This is an at-will management classification.

DATE APPROVED: Dec. 15, 2015