

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

Digital Media Designer

Department: Administration

Pay Grade: 508

FLSA Status: Non-Exempt

Job Code: A113

JOB SUMMARY

The purpose of this classification is to coordinate the development of digital media design for the City of Roswell.

ESSENTIAL JOB FUNCTIONS

- Formulates design concepts and presentation approaches, including but not limited to typography, layout design, illustration, signage, and brochures for visual communications media, such as local papers/magazines and social media.
- Demonstrates practical and creative skills in digital media design production, including but not limited to, web design, social media, 3D images, newsletters, brochures, illustrations, video production, nonlinear editing, digital audio, webcasting/streaming and DVD creation.
- Conceptualizes, designs, develops and delivers high-quality digital media artwork and digital design of city publications, including but not limited to, e-newsletters, brochures, advertisements, posters, flyers, signs, billing inserts.
- Produces quality video with attention to sound, lighting, composition and camera work.
- Edits non-linear video using digital editing programs and incorporates artistic, innovative and creative abilities into the work.
- Works collaboratively with staff in other departments and divisions on projects.
- Converts a wide variety of formatted material into appropriate digital formats; and recognizes and incorporates industry standard production values into the work.
- Stays up to date on new and emerging technologies in the digital media field.
- Performs general/clerical tasks, which may include answering telephone calls, typing documents, making copies, sending/receiving faxes, filing documentation, or processing incoming/outgoing mail.

- Provides assistance to other employees or departments as needed.
- Performs other related duties as required.

MINIMUM QUALIFICATIONS

Education and Experience:

Requires an Associate's degree in digital media design or closely related field; supplemented by two (2) years previous experience and/or training; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills and abilities for this job.

Licenses or Certifications:

- Possess and maintain a valid Georgia driver's license with a satisfactory motor vehicle record (MVR).

Special Requirements:

- None

Knowledge, Skills and Abilities:

- Knowledge of digital and multimedia design principles and practices and of trends in Internet technology and web site building.
- Knowledge of and proficiency in computer applications, such as desktop publishing, graphics design, and presentations.
- Knowledge of graphic design elements and layout/production techniques; must be able to write, develop, prepare, and edit effective communication and promotional materials.
- Ability to evaluate, audit, deduce, and/or assess data using established criteria. Includes exercising discretion in determining actual or probable consequences and in referencing such evaluation to identify and select alternatives.
- Ability to apply principles of persuasion and/or influence over others in coordinating activities of a project, program, or designated area of responsibility.
- Ability to operate and control the actions of equipment, machinery, tools and/or materials requiring complex and rapid adjustments.
- Ability to utilize a wide variety of reference, descriptive, advisory and/or design data and information.
- Ability to perform addition, subtraction, multiplication, and division; the ability to calculate decimals and percentages; the ability to utilize principles of fractions; and the ability to interpret graphs.
- Ability to apply principles of influence systems, such as motivation, incentive, and leadership, and to exercise independent judgment to apply facts and principles for developing approaches and techniques to resolve problems.
- Ability to exercise judgment, decisiveness and creativity in situations involving the evaluation of information against sensory, judgmental, or subjective criteria, as opposed to that which is clearly measurable or verifiable.

PHYSICAL DEMANDS

The work is sedentary to light which requires the ability to exert light physical effort, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or work station. Tasks

also require the ability to perceive and discriminate colors or shades of colors, and visual cues or signals. Some tasks require the ability to communicate orally.

WORK ENVIRONMENT

Work is regularly performed without exposure to adverse environmental conditions.

The City has the right to revise this job description at any time. This description does not represent in any way a contract of employment.

The City of Roswell, Georgia commits to a policy of equal employment opportunity for applicants and employees, complying with local, state and federal laws. The City's policy is to employ qualified persons without discrimination regarding race, creed, color, religion, age, sex, country of national origin, marital status, disability, sexual orientation, gender identity, genetic information, political affiliation, ethnicity, or status in any other group protected by federal/state/local law.