



DRIPPING SPRINGS
Texas

Graphic Designer
PART TIME-NON EXEMPT

A. GENERAL PURPOSE

Under general direction of the People & Communications Director and under minimal supervision, the Graphic Designer is responsible for taking concepts and ideas and creating visual representations, in both print and electronic media. The ideal candidate will have expert knowledge of current design software and be skilled in every step of the design process, from concept to final deliverable. Collaborating with multiple teams across the City, the graphic designer should be able to take written or spoken ideas and convert them into a design that connects. The successful candidate will have a thorough understanding of branding and marketing and be able to find the right style and layout for every project.

B. ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Works on a wide range of projects and media, using various software programs to visualize and develop innovative graphic designs that meet City goals.
2. Develops creative concepts and designs graphics for digital and print media, including advertisements, brochures, social media content, websites, presentations, programming collateral, signage, internal communications, newsletters, marketing materials, forms, video and more.
3. Obtains input from managers to ensure that designs meet organizational standards and brand expectations, express ideas accurately, and represents the City appropriately.
4. Works independently as well as cooperatively to meet deadlines, stay within budget, and schedules project implementation based on workload, which may include five or more simultaneous projects. Manages multiple design projects from conception to completion, ensuring deadlines are met and feedback is incorporated effectively.
5. Updates and maintains internal databases for designs, photography, and video.
6. Designs and creates of multi-page activity and visitor guides.
7. Ensures all design work maintains consistent visual identity across all city platforms, adhering to City brand guidelines.

8. Works closely with the communications team and other stakeholders to understand project requirements and deliver high-quality designs.
9. Ensures all design work maintains consistent visual identity across all city platforms, adhering to City brand guidelines.
10. Stays up to date with industry trends and tools and applies new techniques to improve the design process and final outputs.
11. When required, communicates with stakeholders to understand their design needs and provides them with innovative solutions.
12. Develops concepts and executes original design by determining the ideal usage of color, text, font style, imagery, and layout.
13. Manages the design and printing for all projects.
14. Establishes and maintains effective working relationships with other employees, officials, volunteers, media, and the public.
15. Performs other duties as assigned.

C. NECESSARY KNOWLEDGE, SKILLS AND ABILITIES

1. Exceptional creativity and innovative design skills, a creative thinker with the ability to generate original ideas and concepts.
2. Understanding the importance of typography in design.
3. Three or more years of experience (academic and professional) with design software, including Illustrator, InDesign, Photoshop. Ability to work with Canva while keeping within branding guidelines and protocol.
4. Bachelor's degree (or equivalent) in graphic design or related discipline.
5. A strong portfolio showcasing a range of design work and creative projects that tie in with business marketing.
6. Excellent communication and presentation skills.
7. Organizational and time-management skills for meeting deadlines in a fast-paced environment.
8. Desire to continue building skill set with education and training.
9. Must have ability to communicate effectively orally and in writing, being grammatically correct.
10. Ability to establish and maintain effective working relationships with employees, City Officials, media, and general public.
11. Skill, tact, and diplomacy.
12. Excellent organizational and time management skills, with the ability to prioritize tasks effectively.
13. Ability to work well both independently and as part of a team.
14. Ability to establish, maintain, and foster positive, professional and effective working relationships with those contacted during work.
15. Ability to maintain confidentiality.

D. TOOLS AND EQUIPMENT USED

Personal PC computer, Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.), word processing; phone; copier.

E. SPECIAL REQUIREMENTS

1. A valid state driver's license.
2. While performing the duties of this job, the employee is required to sit for extended periods of time and communicate orally with others. The employee is occasionally required to walk.

F. WORK HOURS

Work hours shall be coordinated with the People & Communications Director. Part time hours will be approximately 20-25 hours a week, spread out Monday-Friday, except holidays as determined by the City Holiday Calendar. This is a part-time non-exempt position and eligible for compensatory time off as described in the DRIPPING SPRINGS PERSONNEL MANUAL. Any overtime hours performed must be preapproved by the direct supervisor.

G. SALARY

Pay range is \$28.00 to \$30.00 hourly. Salary is commensurate with the position. Pay days will be the days as listed in the current CITY OF DRIPPING SPRINGS PERSONNEL MANUAL.

H. BENEFITS

Benefits shall be in accordance with those outlined in the CITY OF DRIPPING SPRINGS PERSONNEL MANUAL, as may be modified by the employee's offer letter and subsequent revisions to the Manual.

EQUAL OPPORTUNITY EMPLOYER

The City's employment decisions are made without regard to race, color, religion, sex, age, sexual orientation, military status, veteran status, national origin, mental or physical disability, pregnancy, or marital status. Discrimination or harassment against any person in recruitment, examination, appointment, training, promotion, discipline, or any other aspect of personnel administration because of political or religious opinions or affiliations, membership or non-membership in employee organizations, or because of race, color, national origin, age, disability, veteran status, sex, or marital status is prohibited. To discuss an accommodation, please contact the Human Resources Director, Chase Winburn, at (512) 858-4725.

***Please note:** This Job Description is not a contract and shall not be construed to alter an employee's at-will relationship. The terms and conditions of any employee's position with the City may be altered by the City Council at any time. To the extent reasonably possible, this Job Description, the Personnel Manual, and the employee's Offer Letter and/or Employment Agreement shall be read together in harmony. If there are conflicts between this Job Description, the Personnel Manual, and the employee's Offer Letter and/or Employment Agreement, the most specific term or condition of employment shall govern.*