



April 2015 FLSA: EXEMPT

WEBMASTER/GRAPHIC DESIGNER

DEFINITION

Under general supervision, performs a variety of web and graphic design and development in a team environment in support of programs of the Alameda County Waste Management Authority, Source Reduction and Recycling Board and the Energy Council (“the Agency”); participates in marketing, outreach, public education and related functions and activities through the design and production of electronic and printed collateral; manages and maintains the website of the Agency by determining site architecture, managing the site development and upgrade process, developing and maintaining links; translates abstract ideas into viable formats for various projects; and performs other related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from assigned management staff. Exercises no supervision of staff.

CLASS CHARACTERISTICS

This is a single position classification responsible for performing specialized functions in the development and support of the Agency's website, image, and public outreach and education materials related to Agency's programs, projects, and initiatives. Incumbents are expected to possess the advanced knowledge of web and graphic design to develop program materials and graphic presentations.

EXAMPLES OF ESSENTIAL FUNCTIONS (ILLUSTRATIVE ONLY)

Management reserves the right to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Maintains and updates Agency website design and usability by determining site architecture, setting and monitoring application of display standards, managing the site development and upgrade process, developing and maintaining links, reviewing requests for changes from program managers, and, designing, and editing content.
- Improves website and associated social media and e newsletter channels by evaluating current implementation, analyzing user feedback, researching new technology and trends, and testing new applications.
- Develops specific Agency publications and campaigns, including determining graphic content, images, and cover art, designing and creating artwork, preparing layout designs, presenting to program staff for review, and revising and finalizing projects.
- Coordinates with program staff in developing ideas; acquires cost estimates and establishes schedules for production of brochures, pamphlets, booklets, posters, direct mail, and other materials; ensures quality, budget, and time requirements are met.

- Conceptualizes and prepares preliminary designs through final products and translates abstract ideas into viable formats for various design products.
- Coordinates with printers on publications, cost estimates, press time, reproduction problems, materials, and ensures budget and quality control.
- Creates, edits, and proofreads text, as necessary, to ensure accurate and effective communication.
- Directs, monitors, and evaluates the work of assigned consultants and contractors according to the Agency's standards and pertinent agreements/contracts; assists in the development of appropriate contract language; provides clear, concise, and consistent direction; acts as a resource and Agency representative to consultants and contractors regarding administrative and operational policies, procedures, and guidelines.
- Assists in development and implementation of a strategic marketing plan to strengthen public perception of the Agency.
- Participates in planning strategies to disseminate information to the public in an effective and positive manner; participates in designing programs and materials to enhance the Agency's image and maximize public awareness of programs and services available.
- Utilizes a wide range of software programs and hardware in order to successfully complete projects.
- Archives and retrieves a variety of original artwork, forms, designs, supplies and photo and video files.
- Assists in the implementation of goals, objectives, policies, procedures, and work standards for the Agency, including recommending improvements as it relates to the web, graphic design and related areas.
- Operates standard office equipment, including job-related computer hardware and software applications, facsimile equipment and multi-line telephones; may operate other department-specific equipment.
- Builds and maintains positive working relationships with co-workers, other Agency employees, and the public.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles and practices of effective web design and layout, from both server and client perspectives, including user interface, information architecture principles, navigation, the world wide web as a system and related tools such as social media channels and e newsletters.
- Modern office practices, methods, and computer equipment, including professional image editing, vector drawing, web editing, desktop publishing, PDF creations and editing, and presentation software.
- Advanced Hypertext Markup Language (HTML), Cascading Style Sheets (CSS), content management systems and database linking.
- Applicable Federal and State laws; Agency regulations, codes, policies, and procedures.
- Principles and practices of public presentations and materials preparation.
- Graphic art and design concepts, processes, and procedures.
- Typography, pre-press production, and color correction, and printing processes and technology.
- Standard and accepted English composition, spelling, grammar, vocabulary, and punctuation for both written and oral communication.
- Record management principles and procedures.
- Computer applications related to the work.
- Techniques for providing a high level of customer service to the public and Agency staff, in person and over the telephone.

Ability to:

- Develop HTML/CSS templates from user interface sketches, comps, or detailed specifications.
- Effectively Integrate front-end templates with back-end functionality.
- Create prototypes and develop page layout and navigation projects.
- Creatively design effective educational and informational materials relating to waste management/resource conservation programs, projects, and initiatives in such areas as home composting, educational and community outreach, source reduction, recycling, household hazardous waste management and other Agency activities.
- Visualize abstract ideas and concepts; graphically transpose ideas and thoughts onto computer screen or paper.
- Produce neat, accurate, and quality line work and design.
- Manage projects while meeting time deadlines and staying within budgets as assigned.
- Identify and implement effective course of action to complete assigned work.
- Assemble data, prepare reports and notices, and maintain records of testing and findings.
- Establish, maintain, and research files.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Maintain attention to detail and accuracy while meeting critical deadlines.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Identify and take appropriate action when unusual operating problems occur.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy and legal guidelines.
- Establish and maintain effective working relationships with those contacted in the course of the work.
- Provide own means of transportation to conduct Agency business.
- Meet the physical requirements necessary to perform required duties in a safe and effective manner for self and others.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to a Bachelor's degree in graphic design, marketing, or a related field and four (4) years of increasingly responsible experience in graphic design, web design, and the development of public education materials.

License or Certificate

- Possession of, or ability to obtain, a valid California Driver's License if required to drive.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various Agency and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve

data using a computer keyboard, typewriter keyboard, or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 25 pounds.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.