

Title: Graphic Design Specialist	Effective Date: June 17, 2019	Grade: XIII	Job Category: Professional
Prior Title: Public Affairs Specialist	Prior Effective Date: June 27, 2013	Grade: XI	Page: 1 of 1

CHARACTERISTICS OF WORK

As an integral team member of the Public Information Office, the Graphic Design Specialist is responsible for producing digital creative content for a range of purposes for the Commission and the Department.

EXAMPLES OF WORK

The following examples are intended only as illustrations of various types of work performed. No attempt is made to be exhaustive. Related, similar, or other logical duties are performed as assigned. The Department may require employees to perform functions beyond those contained in job descriptions. The Department may modify job descriptions based on Department needs. The Arkansas Department of Transportation is an "at will" employer.

- Provide digital creative content for the Department's internal and external publications.
- Coordinate with the Creative Services Manager to determine digital creative project scope and proof of concept development.
- Communicate directly with internal / external stakeholders, examining strategies to meet project goals.
- Collaborate with the Print Services Coordinator to ensure final product QA/QC.
- Contribute digital creative services for additional Public Information Office initiatives including Internet, social media, presentations, trade shows and other internal / external functions.

MINIMUM REQUIREMENTS

The educational equivalent to a bachelor's degree from an accredited college or university in a field related to the area of responsibility OR the educational equivalent to a diploma from an accredited high school plus four years of directly related experience. Professional-level graphic production and art design or related area work experience. Professional-level web design or related area experience. Exceptional computer skills with strong proficiencies in Adobe Creative Cloud software products. Ability to work quickly with frequently shifting priorities and deadlines. Impeccable attention to detail with strong analytical and problem-solving skills. Results-oriented and driven to execute with a high level of accuracy in tight timeframes. Process-oriented and highly organized with an ability to keep projects on schedule.

("Accredited" means the educational institution or program is accredited by an accrediting organization recognized either by the United States Department of Education or by the Council for Higher Education Accreditation.)