

Title: Graphic Design Specialist	Effective Date: June 17, 2023	Grade: XII	Job Category: Professional
Prior Title: Graphic Design Specialist	Prior Effective Date: June 17, 2019	Grade: XIII	Page: 1 of 1

CHARACTERISTICS OF WORK

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.
- Collaborate 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 initiatives including Internet, social media, presentations, trade shows and other internal / external functions.

MINIMUM REQUIREMENTS

Education and experience: 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 preferred. Professional-level web design or related area experience preferred.

Knowledge, skills and abilities: Computer skills with proficiencies in Adobe Creative Cloud software products. Ability to work quickly with frequently shifting priorities and deadlines. Attention to detail with analytical and problem-solving skills. Results-oriented and driven to execute with a high level of accuracy in tight timeframes. Process-oriented and organized with an ability to keep projects on schedule.

Working conditions: Office environment.

("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.)