

SNOHOMISH COUNTY CLASS SPECIFICATION

VISUAL COMMUNICATIONS SPECIALIST

Spec No. 3169

BASIC FUNCTION

To visually interpret technical and engineering concepts, develop communications plans for major Public Works projects and programs and design and develop various materials for communicating information to the public.

STATEMENT OF ESSENTIAL JOB DUTIES

1. Listen to clients describe their needs, clarify the information with them, refine the message; then establish the most effective and economical way to present the information.
2. Participate in planning meetings and brainstorm sessions; provide information to clients and advise them as to the best approach for handling public involvement and graphic needs for their projects; coordinate public meeting planning and graphic needs and setups.
3. Plan design concepts, design program identities, prepare cameraready originals and decide appropriate print media.
4. Operates various graphics computer software programs; keeps organized system of disks; researches software/computer/printer problems encountered and make decisions on how to proceed.
5. Creates illustrations by hand or with computer software.
6. Develops maps for reports and presentations.
7. Communicate and coordinate with outside vendors such as print shops, service bureaus, silk-screen shops, sign shops, photo labs, T-shirt companies, etc.; write printing bid specs, obtain price quotes, coordinate work assignments, communicate instructions, perform press checks.
8. Research vendors and order graphic supplies and equipment needed to perform assignments; keep up-to-date on state-of-the art equipment and materials available, and act as a materials and techniques resource for clients.
9. Operates equipment necessary to perform work, such as vacuum press, scanner, lettering machine, cameras, snapshot, copy and thermo fax.
10. Maintains hard-copy files of graphic assignments pending and completed, along with accurate pricing information, when applicable.

STATEMENT OF OTHER JOB DUTIES

11. Performs related duties as required.

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MINIMUM QUALIFICATIONS

Graduation from a two-year accredited program in graphic arts, visual communication, fine arts or other related field and two (2) years of experience in a related field. Work related experience may be substituted for the required training/education on the basis of one (1) year of experience equals two (2) years of training. Must pass job related tests.

SPECIAL REQUIREMENTS

A valid Washington State Driver's License is required for employment.

KNOWLEDGE AND ABILITIES

Knowledge of:

- effective visual marketing and teaching techniques;
- principles of design practices, techniques, tools and equipment related to area of assignment;
- layout techniques and composition; computer graphics software and applications;
- current literature, trends, materials and issues in graphic art and design.

Ability to:

- communicate effectively both visually and verbally with engineers, planners, project managers, staff members, other county personnel, printers, outside vendors and general public;
- make judgments, and present information clearly to the public;
- work as a member of a project planning team;
- work independently, work under pressure, pay attention to detail, be flexible, be innovative and organize and prioritize workload;
- use computer and graphic application software packages;
- use and maintain tools, equipment and machines used in area of assignment.

PHYSICAL REQUIREMENTS

Manual dexterity is required for operating a personal computer, for operating a mouse/stylus and for precision positioning and cutting of materials. Seeing and reading is required for performing visual design work and proofreading. Sufficient mobility is required to visit clients in several work locations. Speaking and hearing is required to perform the functions of the position.

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SUPERVISION

Projects are assigned and reviewed by a technical or professional supervisor who reviews results to ensure conformance with established departmental, engineering and graphic design standards.

WORKING CONDITIONS

The majority of work performed is in the usual office environment with occasional trips to work sites throughout the county.

Snohomish County is an Equal Employment Opportunity (EEO) employer.
Accommodations for individuals with disabilities are provided upon request.

[EEO policy and ADA notice](#)

Class Established: June 1993

Previous Spec No. 420437

EEO Category: 3 – Technicians

Pay Grade: 236 – Classified Pay Plan

Workers Comp: 5306 Non-Hazardous