



Office of the City Manager

CONSENT CALENDAR

October 10, 2023

To: Honorable Mayor and Members of the City Council

From: Dee Williams-Ridley, City Manager

Submitted by: Aram Kouyoumdjian, Director of Human Resources

Subject: Establish Classification and Salary Range – Graphic Designer

RECOMMENDATION

Adopt a Resolution establishing the unrepresented classification and salary range of Graphic Designer as outlined, with an hourly range of \$39.5233 - \$48.5000 and an annual salary range of \$82,208.4870 - \$100,880.0000.

FISCAL IMPACT

The proposed salary range of \$82,208.4870 - \$100,880.0000 will have a fiscal impact of approximately \$142,557.7373 - \$174,936.0080 annually per position, which includes full benefits.

CURRENT SITUATION AND ITS EFFECTS

As part of the Employer of Choice initiative, City Council recently authorized \$250,000 in funds to engage a public relations agency and launch a full-scale recruitment campaign. Within the Human Resources Department, the Graphic Designer will play a key role in this initiative, and will design materials that include digital ads and brochures, social media posts, and graphics for video/multimedia productions, event materials, and presentations. Creating powerful, impactful graphic materials to showcase the benefits of working for the City will be key to attracting qualified candidates to fill vacancies across various classifications and departments.

Additionally, the Graphic Designer will contribute to other lanes within the Employer of Choice roadmap, creating materials to ease the onboarding of new City employees and producing materials to enhance the themes of training and professional development; workplace culture, communication & engagement; health, safety & wellness; and employee retention.

Beyond the HR realm, the Graphic Designer job classification will provide an opportunity for other departments to enhance the visuals of their communications, whether they be for Citywide distribution or community-wide outreach.

BACKGROUND

The newly created job classification includes the knowledge, skills, and abilities that represent the current industry standards in graphic design, and mirrors duties performed in surrounding municipalities. The proposed salary range is aligned with a similar classification in the City of Oakland.

The Personnel Board discussed and voted at its September 11, 2023 meeting to send this classification and salary to the City Council for approval (Motion to approve: Bartlow/O’Loughlin; Vote - Ayes: Bartlow, Dixon, Gilbert, Lacey, O’Loughlin, Wenk; Noes: None; Abstains: None; Absent: Karpinski.).

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

The Graphic Designer job classification will create digital documents that will replace and enhance information previously provided on paper documents, reducing the environmental impact of paper.

RATIONALE FOR RECOMMENDATION

This job class specification is being created to effectuate the Employer of Choice recruitment campaign and to enhance other graphics generated by the City, whether as onboarding, training, and benefits materials, or as Citywide communications and community-wide outreach by various City offices and departments.

ALTERNATIVE ACTIONS CONSIDERED

None.

CONTACT PERSON

Aram Kouyoumdjian, Director of Human Resources, (510) 981-6807.

ATTACHMENTS

1. Resolution  
Exhibit A to Resolution: Graphic Designer – Proposed Job Class Specification and Salary Range

RESOLUTION NO. xxxxx - N.S.

ESTABLISHING THE GRAPHIC DESIGNER CLASSIFICATION

WHEREAS, the Human Resources Department maintains the Classification and Compensation plan for the City of Berkeley; and

WHEREAS, the Human Resources Department has completed a classification review and recommended the creation of the Graphic Designer classification;

WHEREAS, the Graphic Designer will play a key role in the City’s Employer of Choice initiative and will design impactful recruitment materials to attract qualified candidates, along with materials to enhance HR functions that span training and professional development; workplace culture; communication and engagement; and health, safety, and wellness; and

WHEREAS, the Graphic Designer will provide an opportunity for City departments to enhance the visuals of their communications, whether they be for Citywide distribution or community-wide outreach; and

WHEREAS, the Personnel Board recommended on September 11, 2023 to establish the unrepresented Graphic Designer job class specification and salary range exempt from the overtime provisions of the Fair Labor Standards Act (FLSA);

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the classification for Graphic Designer is established, with a salary range and classification specification as shown in Exhibit A, effective October 10, 2023.

STEP 1	STEP 2	STEP 3	STEP 4	STEP 5
\$ 39.5233	\$ 41.5983	\$ 43.7822	\$ 46.0808	\$ 48.5000

[Exhibit A: Graphic Designer, Classification Specification and Salary Schedule]



# Graphic Designer

Class Code:  
XXXX

Bargaining Unit: Unrepresented Classification

CITY OF BERKELEY  
Established Date: October XX, 2023

### SALARY RANGE

\$39.5233 - \$48.5000 Hourly  
\$3,161.8649 - \$3,880.0000 Biweekly  
\$6,850.7073 - \$8,406.6667 Monthly  
\$82,208.4870 - \$100,880.0000 Annually

### DESCRIPTION:

#### DEFINITION

Under general supervision, designs and prepares effective and visually appealing material used for informational, educational, and promotional purposes.

#### CLASS CHARACTERISTICS

This single position journey-level class is responsible for the design and preparation of a wide variety of published, printed, and electronic media for initiatives, programs, presentations, and events using computer graphics software.

### EXAMPLES OF DUTIES:

The following list of duties is intended only to describe the various types of work that may be performed and the level of technical complexity of the assignment(s) and is not intended to be an all-inclusive list of duties. The omission of a specific duty statement does not exclude it from the position if the work is consistent with the concept of the classification, or is similar or closely related to another duty statement.

1. Develop concepts for publications, exhibits, and multimedia presentations after considering relevant constraints, such as, content, intent, audience, budget and technical processes; produce graphic presentations based on subject matter, general direction, or specific guidelines.
2. Designs and prepares materials, including brochures, posters, advertisements, social media graphics, presentations, graphics for video productions, multimedia, and event materials using computer graphics software.
3. Alters and enhances images and photographs as needed for assignments.
4. Consults with staff members to develop design concepts that are aligned with the relevant goals, values, and targeted audience.
5. Ensures there is consistent agency branding and imagery across materials and platforms (e.g., social media, websites).
6. Translates complex information and data into meaningful and engaging graphics such as tables, charts, and graphs.

7. Communicates with departmental staff, vendors, and printers regarding specifications and electronic files to ensure quality reproduction of project designs.
8. Maintains knowledge of current principles and practices and monitors developments in graphic design; and
9. Performs related duties as assigned.

**KNOWLEDGE AND ABILITIES:**

Note: The level and scope of the knowledge and skills listed below are related to the job duties as defined under Class Characteristics.

Knowledge of:

1. Design principles such as typography (e.g., type styles, type sizes), color theory (e.g., complementary and analogous colors), and layout techniques (e.g., alignment, illustration hierarchy, balance).
2. Pre-press and printing processes for producing high-quality print materials.
3. Current principles, practices, technology, programs, and trends related to graphic, web, and visual design.
4. Principles and practices in marketing and public relations.
5. Basic mathematical principles.
6. English usage, spelling, grammar, and punctuation.
7. Principles of customer service.
8. American Disabilities Act (ADA) rules and regulations involving color, size, and application of principles on various platforms in order to ensure compliance.

Ability to:

1. Use desktop publishing, illustration, photo retouching, web design and other graphic design software.
2. Exercise creativity and good judgment in producing thoughtful, engaging media content.
3. Apply graphic processes, methods and techniques.
4. Maintain attention to detail, accuracy, and presentation while meeting critical deadlines.
5. Plan, organize and complete graphic design projects within deadlines.
6. Prepare a wide variety of artistic media as well as sketches, lettering, painting and drafting.
7. Demonstrate creative problem-solving skills and exercise sound judgment to quickly evaluate situations and render prompt decisions.
8. Ability to communicate information and ideas clearly and effectively in a professional manner, both orally and in writing.
9. Work under pressure and adapt to shifting priorities.
10. Maintain strict confidentiality of participant, employee and agency records.
11. Exercise sound independent judgment in recommending more efficient and effective methods, systems, and reporting formats.
12. Recommend and implement policies and procedures.
13. Demonstrate ethnic and cultural sensitivity while working with diverse populations.
14. Establish and maintain effective working relations with those contacted in the course of work; communicate effectively with staff, elected officials, and community members, both orally, in public meetings, and in writing.
15. Interpret and apply applicable laws and regulations.

Skill in:

1. Operating equipment such as Macs and PCs, software programs such as Photoshop, Illustrator, Adobe Acrobat Pro, InDesign, and Lightroom, and web-related applications.

- 2. Communicating with stakeholders both orally and in writing to ensure that design styles are adapted to diverse audiences and communication objectives.
- 3. Managing multiple projects and deadlines independently.

**MINIMUM QUALIFICATIONS:**

A TYPICAL WAY OF GAINING THE KNOWLEDGE AND SKILLS OUTLINED ABOVE IS:

Equivalent to an associate’s degree from an accredited college of university with courses in graphic design, graphic arts, or a related field. Two years of experience in graphic arts and/or preparing electronic and printed material desirable.

**OTHER REQUIREMENTS**

When driving on City business, the incumbent is required to maintain a valid California driver's license as well as a satisfactory driving record.

**CLASSIFICATION HISTORY:**

Classification Code	XXXX
Classification Established	October XX, 2023
FLSA Status	Exempt
Admin Leave / Overtime	Admin Leave
Representation Unit	Unrepresented
Probationary Period	One Year
Workers’ Comp Code	8810