



**Code: 5737**

Family: Public Relations and Creative Arts  
Service: Operation and Construction  
Group: Engineering, Designing, and Structural  
Series: Drafting and General Design

---

## **CLASS TITLE: CREATIVE DIRECTOR**

### **CHARACTERISTICS OF THE CLASS**

Under direction, supervises the activities of graphic artists engaged in the design of artwork and print materials for city departments, and performs related duties as required

### **ESSENTIAL DUTIES**

- Assigns, supervises and reviews the work of graphic artists engaged in designing and producing artwork and print materials (e.g., flyers, brochures, logos, banners, mounted displays, web graphics)
- Confers with clients to determine project scope, presentation concept, time schedule and other requirements
- Advises clients and departmental liaisons on various production factors and provides options for cost-effective methods of completing projects
- Serves as team liaison in planning and coordinating multifaceted projects including production and printing components
- Develops design concepts and creates graphic artwork to visually communicate intended message to target audience
- Uses and provides technical assistance to staff in the use of graphic arts software for creating designs and artistic images and job ordering of incoming projects
- Trains and instructs staff in advanced graphic techniques
- Reviews and approves artwork prepared by staff and presents final designs to clients for approval
- Prioritizes job orders and resolves production problems to ensure completion of jobs in a timely manner
- Prepares and monitors the unit's budget
- Selects and orders graphic arts supplies and equipment
- Prepares work activity reports
- May oversee the work of the production unit in the absence of the supervisor

**NOTE:** *The list of essential duties is not intended to be inclusive; there may be other duties that are essential to particular positions within the class.*

### **MINIMUM QUALIFICATIONS**

#### **Education, Training, and Experience**

- Graduation from an accredited college or university with a Bachelor's degree in Graphic Arts or a directly related field plus four years of work experience in graphic design or commercial artwork of which one year is in a supervisory role related to the responsibilities of the position, or an equivalent combination of education, training, and experience

#### **Licensure, Certification, or Other Qualifications**

- None

### **WORKING CONDITIONS**

- General office environment
- May be exposed to fumes and loud noise

### **EQUIPMENT**

- Standard office equipment (e.g., telephone, printer, photocopier, fax machine, calculator)
- Computers and peripheral equipment (e.g., personal computer, computer terminals, hand-held computer, scanners)

### **PHYSICAL REQUIREMENTS**

- None

### **KNOWLEDGE, SKILLS, ABILITIES, AND OTHER WORK REQUIREMENTS**

#### **Knowledge**

Considerable knowledge of:

- \*the principles, practices and techniques of graphic design and commercial art
- \*applicable computer software packages

Moderate knowledge of:

- supervisory methods, practices and procedures
- \*budget preparation and planning

Knowledge of applicable City and department, policies, procedures, rules, and regulations

#### **Skills**

- \*ACTIVE LEARNING - Understand the implications of new information for both current and future problem-solving and decision-making
- \*ACTIVE LISTENING - Give full attention to what other people are saying, take time to understand the points being made, ask questions as appropriate, and not interrupt at inappropriate times
- \*MANAGEMENT OF PERSONNEL RESOURCES – Motivate, develop and direct people as they work and identify the best people for the job
- \*JUDGEMENT AND DECISION MAKING – Consider the relative costs and benefits of potential actions to choose the most appropriate one
- \*TIME MANAGEMENT – Manage one's own time or the time of others

#### **Abilities**

- COMPREHEND ORAL INFORMATION - Listen to and understand information and ideas presented through spoken words and sentences
- SPEAK - Communicate information and ideas in speaking so others will understand
- COMPREHEND WRITTEN INFORMATION - Read and understand information and ideas presented in writing
- WRITE - Communicate information and ideas in writing so others will understand
- REASON TO SOLVE PROBLEMS - Apply general rules to specific problems to produce answers that make sense

- VISUALIZE - Imagine how something will look after it is moved around or when its parts are moved or rearranged
- DEMONSTRATE ORIGINALITY - Come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem
- MAKE SENSE OF INFORMATION - Quickly make sense of, combine, and organize information into meaningful patterns
- ORGANIZE INFORMATION - Arrange things or actions in a certain order or pattern according to a specific rule or set of rules (e.g., patterns of numbers, letters, words, pictures, mathematical operations)

**Other Work Requirements**

- PERSISTENCE - Persist in the face of obstacles on the job
- INITIATIVE - Demonstrate willingness to take on job challenges
- LEADERSHIP – Demonstrate willingness to lead, take charge and offer opinions and direction
- ATTENTION TO DETAIL - Pay careful attention to detail and thoroughness in completing work tasks
- INNOVATION - Think creatively about alternatives to come up with new ideas for and answers to work-related problems
- ANALYTICAL THINKING - Analyze information and using logic to address work or job issues and problems

---

All employees of the City of Chicago must demonstrate commitment to and compliance with applicable state and federal laws, and City ordinances and rules; the City's Ethics standards; and other City policies and procedures.

The City of Chicago will consider equivalent foreign degrees, accreditations, and credentials in evaluating qualifications.

\* May be required at entry.

---

City of Chicago  
Department of Human Resources  
May, 2014