City of Kansas City, Missouri
Job Class Specification

Job Title: SENIOR GRAPHIC DESIGN SPECIALIST **Department:** CITY MANAGERS

Job Code: 1511 **Status:** EX **Grade:** NE-6

Summary

This is advanced professional and supervisory graphic design work directing the City's creative services function. Work involves responsibility for planning, coordinating, and overseeing enterprise-wide visual communication projects to ensure consistency with City branding standards, accessibility guidelines, and strategic communication goals.

An employee in this class exercises independent judgment in creative direction, workflow management, and team leadership. Work includes supervising design staff, managing multiple projects, and ensuring high-quality visual communications that enhance public engagement and trust.

Duties and Responsibilities

- Provides strategic direction and creative guidance for enterprise-wide campaigns and high-profile projects.
- Reviews and approves design work to ensure consistency, accuracy, and compliance with established brand and accessibility standards.
- Researches emerging design and multimedia trends; introduces new tools and techniques to improve engagement and efficiency.
- Partners with the Brand Leader to maintain and evolve City brand guidelines; ensures adherence across all creative outputs.
- Collaborates with web and social media teams to maintain a visually consistent and user-friendly digital presence.
- Directs and manages graphic design staff, including assigning work, reviewing performance, and providing coaching and feedback.
- Provides professional development opportunities and fosters a collaborative, high-performance work environment.
- Serves as a resource to departments by providing strategic design input and resolving complex challenges.
- Acts as backup support for design staff during absences or high-volume periods to ensure continuity of operations.
- Facilitates onboarding and integration of new designers into departmental workflows and City communication processes.
- Oversees project intake, prioritization, and resource allocation using approved project management tools; ensures deadlines and service levels are met.
- Coordinates with Public Information Officers (PIOs) to align creative outputs with messaging priorities.
- Manages third-party vendors providing creative services; ensures quality, timeliness, and

cost-effectiveness.

- Identifies and implements process improvements to enhance workflow efficiency and team performance.
- Maintains knowledge of industry standards, trends, and developments in graphic design and visual communications.
- Performs related duties as required.

Technical Skills

Considerable knowledge of:

- Graphic design principles, branding, and visual storytelling.
- Adobe Creative Suite (InDesign, Illustrator, Photoshop) and related design software.
- Accessibility standards and inclusive design practices.
- Digital platforms including web, social media, and multimedia communication channels.
- Project management tools and workflow systems.

Working knowledge of:

- Motion graphics, photography, and video production techniques.
- User experience (UX/UI) design principles.
- Vendor management practices and procurement processes.

Education and Experience

- Bachelor's degree in Graphic Design, Visual Communications, and Five (5) years of progressively responsible supervisory or lead experience in graphic design or visual communications

OR

- An equivalent combination of qualifying education and experience.

Certificates/ Licenses/Special Requirements

- Must pass a background check as prescribed by the City.

Supervisory Responsibility

Supervises graphic design staff.

Supervision Received

Work is performed under general direction of the Media Supervisor.

Created

5/2026

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