



# HUMAN RESOURCES DEPARTMENT

City of Burlington

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## GRAPHIC DESIGN & WEBMASTER BURLINGTON TELECOM

POSTING DATE: April 5, 2016  
RATE OF PAY: \$44,494 - \$49,813 /year  
EXEMPT/NON-EXEMPT: Exempt

DEADLINE TO APPLY: April 18, 2016  
POSITION STATUS: Limited Service Full Time  
CLASSIFICATION GRADE: BT Range 7  
UNION: Non-Union

The Purpose of a Graphic Designer & Webmaster is to produce visual solutions to Burlington Telecom's communication and marketing needs using a mix of creative skills, commercial awareness, imaginative flair, awareness of current trends in the visual arts and web design, a working knowledge of the latest software and equipment, and a firm understanding of material costs and time limits.

### Essential Job Functions:

#### Graphic Designer

- Reports to Director of Marketing & PR to execute marketing strategies for all Burlington Telecom services in the residential, business and institutional markets.
- Collaborates with management to create, update, order and track all internal and external print products including forms, marketing pieces, direct mailings, signs, and advertisements.
- Production of quality work, both independently and under supervision.
- Assist with expense tracking and cost management as associated with job responsibilities.
- Participates in Marketing related activities and events, internal and external, when requested.
- Some nights and weekends may be required.
- Actively interacts with co-workers to ensure effective communications.

#### Webmaster

- Debug and troubleshoot issues that arise with the performance of the website.
- Interface with website host and developers for performance issues.
- Review statistics and monitor analytics.
- Maintain responsive design.
- Plan for future changes to the website.
- Other duties as assigned.

### Qualifications / Basic Job Requirements:

- Bachelors of Art degree in Graphic Design with one year professional experience or an Associates degree in Graphic Design and two years of professional experience. Additional experience may be substituted for a degree requirement on a two-for-one year basis.
- Two years of experience in a related field or industry is strongly preferred.
- Marketing and/or Advertising experience is a considerable advantage.
- Formal training in Adobe Photoshop, InDesign, Acrobat Pro and Illustrator (current version CS5.5) or Adobe certification in all 4 programs is required.
- Fluency in current social media applications preferred.
- Must have a working knowledge of Microsoft Office and iWork in addition to basic concepts of art direction, graphic design, typography, layout, composition, advertising, and marketing.
- Applicants must have the ability to design and create print-ready graphics to meet specific commercial and promotional needs for both internal and external use.
- Familiarity with the Macintosh OS X Operating System is required.
- Proficiency with Wordpress web building and plug-in platforms, expertise in Adobe Creative Suite (CS5.5), and basic proficiency in HTML5, CSS, Javascript, Google AdWords and Google Analytics.
- Must have exceptional written and verbal communication skills. Ability to actively support City diversity, equity, and cultural competency efforts within stated job responsibilities and work effectively across diverse cultures and constituencies.
- Demonstrated commitment to diversity, equity and inclusion as evidenced by ongoing trainings and professional development.
- Regular attendance is necessary and is essential to meeting the expectations of the job functions.
- Ability to understand and comply with City standards, safety rules and personnel policies.
- Proven ability to manage several projects simultaneously and remain flexible through multiple revisions while keeping a keen attention to detail.

**To Apply: Submit cover letter, resume and a City of Burlington Application to:** Human Resources Department, 200 Church Street, Suite 102, Burlington, Vermont 05401. To obtain an application or for more information about the City of Burlington, please see our website: [www.burlingtonvt.gov/HR](http://www.burlingtonvt.gov/HR). The City of Burlington will not tolerate unlawful harassment or discrimination on the basis of political or religious affiliation, race, color, national origin, place of birth, ancestry, age, sex, sexual orientation, gender identity, marital status, veteran status, disability, HIV positive status or genetic information. The City is also committed to providing proper access to services, facilities, and employment opportunities.

For accessibility information or alternative formats, please contact Human Resources Department at 865-7145.

WOMEN, MINORITIES AND PERSONS WITH DISABILITIES ARE HIGHLY ENCOURAGED TO APPLY. EOE.