

South Jordan City

Job Description

Title: Graphic Design/Content Coordinator
Org: 100105
Pay Grade: GS16

Effective Date: 8/31/2025
FLSA: Exempt
Workers Comp: Clerical

GENERAL PURPOSE

Perform a variety of job duties related to creating graphic designed and written content in the areas of public outreach, city events, and other communications for the city's publications, website, emails, and social media. Assemble and distribute various City publications, including the Leisure Guide, Recreation Newsletter, SoJo News, special events brochures, and the Focus Newsletter.

SUPERVISOR

Communications Manager

POSITION(S) SUPERVISED

None

ESSENTIAL JOB FUNCTIONS

Job attendance is required, except for authorized leave. Some, 40% or less of the essential job duties may be performed regularly from a remote location upon authorization.

Accomplish performance goals as established and assigned by the employee's supervisor.

Create compelling graphic and written content to be shared on social media to promote city events.

Create innovative and visually engaging social media campaigns to support strategic objectives.

Design and edit banners, fliers, website content, photos, event graphics, event materials, designs for medals, stickers, coins, pins, logos and more.

Assist to develop, edit, and electronically publish photos, graphics, and video.

Create engaging and informative graphic designed and written content for items like digital e-newsletter, print newsletter – The Focus, and numerous guides produced throughout the year.

Create engaging, honest written content in order to inform the public and market city events.

Track social media data from posts and events.

Monitor and track email content effectiveness.

Improve city website by creating engaging content and innovating ideas to make it better.

Complete and monitor strategic projects from beginning to end related to graphic design projects, web content, and determine their effectiveness and overall quality. This includes scheduling and organizing time-sensitive messages and meeting deadlines.

Provide supporting research and recommendations to Communications Manager to aide with and collaborate on a City communications plan.

Listen to program subject matter experts and effectively communicate those ideas to residents.

Proactively look for messages within the City to communicate with residents.

Perform other duties as assigned.

MINIMUM QUALIFICATIONS

1. Education and Experience:

A. Bachelor's degree from a regionally accredited college or university with major course work in graphic design, public relations, advertising, marketing, mass communications or other closely related field.

AND

B. One-year experience in journalism, marketing, public relations, mass communications or related duties listed above.

OR

C. An equivalent combination of education and experience

2. Special Qualifications:

Valid Utah Class D Driver License

3. Knowledge, Skills and Abilities:

Ability to operate a personal computer and Microsoft and Apple products. Familiarity with Adobe products, especially Adobe InDesign.

Knowledge of copyediting, script writing, and AP style.

Ability to use digital camera, cell phone, and tablets.

Knowledge of the structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.

Ability to organize well and prioritize time-sensitive assignments.

Ability to analyze a situation and make sound recommendations and presentations.

Ability to establish and maintain effective working relationships with elected officials, co-workers, other agencies, and the public; ability to follow written and oral instructions; ability to communicate effectively, verbally and in writing.

Ability to work independently; Skill in talking to others to convey information effectively, critical thinking, persuasion, and skill in judgment and decision making.

4. Working Conditions:

Incumbent of the position performs in a typical office setting with appropriate climate controls. Tasks require variety of physical activities, not generally involving muscular strain, such as walking, standing, stooping, sitting, and reaching. Continuous talking, hearing and seeing required in the normal course of performing the job. Common eye, hand, finger dexterity required to perform essential functions. Mental application utilizes memory for details, verbal instructions, emotional stability, discriminating thinking, and creative problem solving. Periodic travel required in normal course of job performance.

The above statements are intended to describe the general nature and level of work being performed by person(s) assigned to this job. They are not intended to and do not infer or create any employment, compensation, or contract rights to any person(s). This job description reflects management's assignment of essential functions; it does not prescribe or restrict the tasks that may be assigned. This updated job description supersedes all prior descriptions for the same position.

Human Resources Use Only

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| Job Class: | Graphic Design Coordinator | EEO-4 Class: | Professional |
| Location: | Communication/Media | EEOP Class: | Serv/Maint |
| Group/BU: | General Pay Plan | Tech-Net Match: | 2820 |