



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

- Eight (8) years of work experience in graphic design or commercial artwork, of which one (1) year is in a supervisory role related to the responsibilities of this position, **OR**
- Graduation from an accredited college with an Associate's degree in Graphic Arts or a directly related field, PLUS six (6) years of work experience in graphic design or commercial artwork, of which one (1) year is in a supervisory role related to the responsibilities of the position, **OR**
- Graduation from an accredited college or university with a Bachelor's degree in Graphic Arts or a directly related field, PLUS four (4) years of work experience in graphic design or commercial

artwork, of which one (1) year is in a supervisory role related to the responsibilities of the position, **OR**

- Graduation from an accredited college or university with a Master's degree in Graphic Arts or a directly related field, PLUS three (3) years of work experience in graphic design or commercial artwork, of which one (1) year is in a supervisory role related to the responsibilities of the position

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., phone, printer, copier, computers, mobile devices)
- Standard productivity suites (e.g., Microsoft Office Suite, Google Workspace, etc.)

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 INFORMATION - Listen to and understand information and ideas presented through spoken words and sentences
- 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; June, 2025