Graphics and Creative Specialist

Category: Exempt
Pay Grade: E19
Job Code: 15034

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

JOB SUMMARY

The creative manager is responsible for conceptualization and implementation of graphic/art design, video and photo production needs throughout all departments of the CVB. The creative manager will take the lead on projects for a wide variety of print and digital arts, graphic and video initiatives, from creating concepts and compositions to layouts and final art/video files. This position will help to build and strengthen the VSPC brand identity and implement appropriate brand standards throughout organization via the development of marketing, and advertising materials across multiple media platforms. This position should demonstrate expert-level job knowledge, quality, dependability, initiative, leadership and judgement of the CVB brand.

ESSENTIAL JOB FUNCTIONS (examples, not all inclusive)

• Works as the in-house art/graphic liaison for the CVB’s contracted agencies —namely the advertising agency (BVK) and the technology/website vendor (Miles Partnership) — to assist in the development and refinement of art/graphics/videos produced by those agencies for CVB use;
• Makes recommendations to internal parties and vendors, and will regularly communicate the needs of the organization to appropriate entities;
• Responsible for photography for the CVB, including acquiring photos of events or finding stock photos for editorial use;
• Takes videos of CVB events to be edited for use in marketing and production materials;
• Handles and is expected to protect all internal and external confidential information and must utilize discretion and judgment based on CVB policies and procedures; and
• Performs other related job duties as assigned.

QUALIFICATIONS

Education and Experience:
Four (4) years of technical and specialized tourism and hospitality industry experience within the tourism and travel industry; or an Associate’s degree in marketing, hospitality, journalism, public relations, advertising, business administration, or related field and two (2) years of experience as described above; or a Bachelor’s degree in a related field as indicated above; or an equivalent combination of education, training, and/or experience.

Special Qualifications (May be required depending on area of assignment):
• Florida Driver's License or Florida Commercial Driver's License and endorsement, if any.
• Assignment to work a variety of work schedules including compulsory work periods in special, emergency, and/or disaster situations.
• Other knowledge, skills, abilities, and credentials required for a specific position.
Language: en

Knowledge, Skills and Abilities:
- Knowledge of the tourism industry and the competition;
- Knowledge of the convention and meetings industry, the major components of the industry, and the competition;
- Knowledge of the convention and meetings industry, the major components of the industry, and the competition;
- Knowledge of the Pinellas County convention and meetings product;
- Knowledge of word processing and database management systems;
- Knowledge of good interpersonal skills thus having the ability to deal effectively with people of various backgrounds;
- Ability to apply computer applications and software;
- Ability to organize and communicate effectively;
- Ability to travel;
- Ability to work evenings and holidays as required by travel and sales schedules;
- Ability to have the highest level of sales skills and integrity;
- Ability to be self-motivated;
- Ability to understand the organization and department goals and objectives;
- Ability to develop and submit sales and expense reports in a timely manner;
- Ability to sell the destination to both consumers and the travel trade;
- Ability to effectively communicate in writing and orally.

PHYSICAL/MENTAL DEMANDS
The work is light work which requires exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force to move objects. Additionally, the following physical abilities are required:
- Fingering: Picking, pinching, typing, or otherwise working, primarily with fingers rather than with the whole hand as in handling.
- Handling: Picking, holding, or otherwise working, primarily with the whole hand.
- Lifting: Raising objects from a lower to a higher position or moving objects horizontally from position-to-position. Occurs to a considerable degree and requires substantial use of upper extremities and back muscles.
- Visual ability: Sufficient to effectively operate office equipment including copier, computer, etc.; and to read and write reports, correspondence, instructions, etc.
- Hearing ability: Sufficient to hold a conversation with other individuals both in person and over a telephone; and to hear recording on transcription device.
- Speaking ability: Sufficient to communicate effectively with other individuals in person and over a telephone.
- Mental acuity: Ability to make rational decisions through sound logic and deductive processes.
- Talking: Expressing or exchanging ideas by means of the spoken word including those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly.
- Repetitive motion: Substantial movements (motions) of the wrist, hands, and/or fingers.
- Standing: Particularly for sustained periods of time.
- Walking: Moving about on foot to accomplish tasks, particularly for long distances or moving from one work site to another.

WORKING CONDITIONS
Work is performed in a dynamic environment that requires sensitivity to change and responsiveness to changing goals, priorities, and needs.