Creative Media Designer

CLASS TITLE	CLASS CODE	SALARY GROUP	SALARY RANGE
CREATIVE MEDIA DESIGNER I	1810	B17	$42,976 - $64,469
CREATIVE MEDIA DESIGNER II	1812	B19	$48,244 - $76,028
CREATIVE MEDIA DESIGNER III	1814	B21	$54,278 - $87,046
CREATIVE MEDIA DESIGNER IV	1816	B23	$61,184 - $99,658
CREATIVE MEDIA DESIGNER V	1818	B25	$69,572 - $114,099

GENERAL DESCRIPTION

Performs graphic and multimedia design and production work designing, illustrating, and producing graphics and interactive media materials across various platforms, including websites and social media channels.

DISTINGUISHING CHARACTERISTICS

The Creative Media Designer job classification series is intended for positions responsible for the creation of graphic and multimedia designs (such as illustrations, logos, layouts, and other visualizations), with a focus on the visual aspect of communication.

In contrast, the Information Specialist series is intended for positions that develop or distribute informational content through various communication channels. These employees are responsible for ensuring consistent messaging, and focus on strategic and written aspects of communication.

Additionally, the Creative Media Designer job classification series is not intended for positions that design, create, develop, or produce multimedia content using photography, audio, or visual equipment, as those duties better align with the Multimedia Specialist job classification series. Nor should the Creative Media Designer job classification series be used for employees who install, repair, maintain, or operate audiovisual equipment as those duties are typically performed by positions in the Multimedia Technician job classification series.

EXAMPLES OF WORK PERFORMED

Designs and produces graphics and interactive media materials using traditional and new creative options as part of a comprehensive communications effort.

Consults with agency staff and provides technical advice on graphics and/or multimedia designs.

Maintains design programs, design system components, and equipment.

Maintains archive of electronic production files, artwork, and images.

Presents mockups for approval and formally presents final products to agency staff.

Troubleshoots system hardware and software problems.

Coordinates printing needs to ensure quality and cost-effective printing.

Performs related work as assigned.

DESCRIPTION OF LEVELS

Examples of work and descriptions are meant to progress through the levels. For example, an employee at level V may also perform work listed within the previous levels.

***Note**: Factors that may distinguish between journey levels include the degree of independence in performing the work; the complexity of the work; the scope of responsibility; and the employee's related work experience, education, and certifications. Other factors may include the type of graphics and designs being produced and the impact of the work product. Employees at the journey levels (levels I and II) may independently perform the full range of work identified within the current or previous levels and may assist others in performing work of greater complexity.*

CREATIVE MEDIA DESIGNER I: Performs moderately complex (journey-level) graphic and multimedia design and production work. Works under general supervision, with limited latitude for the use of initiative and independent judgment. Employees at this level may routinely assist others in performing work of greater complexity.

CREATIVE MEDIA DESIGNER II: Performs complex (journey-level) graphic and multimedia design and production work. Works under general supervision, with moderate latitude for the use of initiative and independent judgment. Employees at this level may:

- Plan and develop graphics and interactive media materials.
- Review and approve production proofs.
- Prepare operating and production procedures and reports.
- Research, plan, and implement operating and production methods.
- Make presentations to staff or the public on the development of agency creative interactive media materials.
- Serve as a liaison with contractors, printers, and suppliers on media projects and the procurement of materials and supplies.
- Help analyze content for accessibility, recommend changes to make content accessible, and remediate accessibility issues.

***Note**: Senior-level employees (levels III-V) may serve in a load or supervisory role; however, supervisory responsibilities within this job classification series will typically be found at levels IV and V, depending on the structure and size of the supervised workgroup.*

Senior-level employees may perform the full range of work identified in the levels preceding their own and may coordinate or oversee that work for others. Factors that may distinguish between senior levels include the scope of responsibility, oversight, and authority; the complexity of the work performed; the type, scope, nature, or impact of graphics and designs being produced; and the employee's related work experience, education and certifications.

CREATIVE MEDIA DESIGNER III: Performs advanced (senior-level) graphic and multimedia design and production work. Works under limited supervision, with considerable latitude for the use of initiative and independent judgment. Employees at this level may fully perform complex graphic and multimedia design and production work and may:

- Coordinate the maintenance of design programs, design system components, and equipment.
- Advise agency staff regarding creative multimedia design trends and needs.
- Review and approve final creative media production.
- Research, plan, and implement new media designs, programs, production methods, and reports.
- Ensure that content is accessible to all audiences.

CREATIVE MEDIA DESIGNER IV: Performs advanced (senior-level) graphic and multimedia design and production work. Works under minimal supervision, with considerable latitude for the use of initiative and independent judgment. Employees at this level may independently perform highly complex graphic and multimedia design and production work and may:

- Lead consultations and collaborate with cross-functional teams to understand design needs.
- Provide creative direction for large-scale media designs and ensure alignment with agency's goals.
- Troubleshoot and resolve concerns regarding content accessibility.
- Monitor spending and time spent on designs, ensuring project is completed within timeframe and spending allotment.

CREATIVE MEDIA DESIGNER V (Added 9-1-2025): Performs highly advanced (senior-level) graphic and multimedia design and production work. Works under minimal supervision, with extensive latitude for the use of initiative and independent judgment. Employees at this level may independently perform the most complex graphic and multimedia design and production work and may:

- Provide creative vision and strategic input for all agency media projects, ensuring consistency between designs and alignment with agency goals.
- Coordinate the maintenance and management of design programs, components, and related equipment.
- Review and evaluate media designs and programs for accuracy and efficiency.
- Develop and track budget for all creative media projects.

GENERAL QUALIFICATION GUIDELINES

EXPERIENCE AND EDUCATION

Agencies have the discretion to identify the general or specialized experience, education, or certifications required for positions and may tailor qualification requirements to specifically meet the agency's business needs. Agencies may substitute experience, education, military service, apprenticeships, and relevant credentials for one another, if appropriate and allowed by statute.

KNOWLEDGE, SKILLS, AND ABILITIES

For all levels

- Knowledge of graphic and multimedia design; non-computer-based and media graphics production methods, techniques, and equipment; animation; design principles; printing processes; and publishing industry standards and operations.
- Skill in the use of graphic design software and multimedia packages.
- Ability to plan the preparation of graphic design and multimedia design projects, to design and produce graphics and interactive media materials, and to communicate effectively.

Additional for Creative Media Designer III – V levels

- Ability to oversee and/or supervise the work of others.