

Position Description

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| Position Title: | Graphic Designer |
| Directorate: | Strategy & Engagement |
| Service Unit: | Major Events and Corporate Affairs |
| Salary Point: | SP12 |
| Position Reports To: | Marketing Manager |
| Staff Management: | Nil |
| Budget Responsibility: | Nil |
| Date PD Reviewed: | November 2019 |

Organisation Context of Position

City of Newcastle (CN) employs over 900 staff and is responsible for a local government area of 187km². Newcastle has a population of 148,000 and is the business and cultural centre of the Hunter region, home to over 620,000 people. In the heart of the Hunter Region, CN has a variety of locations across the City and encompasses 5 Directorates:

- Governance
- Strategy and Engagement
- People and Culture
- Infrastructure and Property
- City Wide Services

The purpose of the Strategy & Engagement Directorate is to:

- Engage the community in the development and delivery of actions aligned with CN's Community Strategic Plan - *Newcastle 2030*.
- Coordinate Newcastle's approach to economic growth within the region including promotion of the city's major events.
- Ensure clear, transparent and responsive communications between Council, CN employees, and all external stakeholders, in particular the Newcastle Community.
- Provide effective IT Systems & Strategies to ensure the efficient flow of information between CN Service Units whilst also ensuring CN is leveraging the benefits of technology in its service provision.

The Service Elements that form the Strategy & Engagement Directorate are:

- Information Technology
- Major Events & Corporate Affairs
- Corporate & Community Planning

Workplace Health & Safety

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| WHS RAA Level | 6 |
| For specific WHS Responsibilities, Authorities & Accountabilities applicable to this position, the position holder will refer to the WHS Responsibilities, Authorities & Accountabilities matrix in the WH&S Management System. The person accepting the position will be required to sign off that they have received and understood their WHS Responsibilities, Authorities & Accountabilities. | |

Overview

This position is responsible for graphic design solutions and visual presentation of CN services, facilities and projects. This includes development of corporate materials for both internal and external use. This position also provides advice to the broader Major Events and Corporate Affairs team on visual design and presentation, as well as consistency of CN brand.

Position Responsibilities

Within the area of responsibility, this role is required to:

- Create design solutions for each project that have a high visual impact for CN and are consistent with CN brand guidelines.
- Coordinate with project stakeholders to design a wide variety of print and digital assets for use on websites, advertising, newsletters, posters, promotional products and site signage.
- Support and promote the use of CN's branding and style guide to ensure a consistent look and corporate message.
- Apply creative flair, up-to-date knowledge of design industry software and techniques using a professional approach to meet project deadlines.
- Interpret the business objectives of the brief/project and project's stakeholders and develop a concept to suit both their purpose and the purpose of the projects.
- Estimate the time required to complete the work to enable effective scheduling and project delivery.
- Think creatively to produce new ideas and concepts.
- Present finalised ideas and concepts to project stakeholders or project managers.
- Proofreading to produce accurate and high-quality work.
- Contribute ideas and design artwork to the overall brief.
- Prepare layouts and artwork for print.
- Develop effective work relationships with printers, copywriters, photographers, stylists, illustrators, other designers, account executives, web developers and marketing specialists.
- Assist the coordination of CN's advertising for each project including design, proofing, layout and preparation for print.
- Provide support for the other functions of the Major Events and Corporate Affairsteam.
- Any other accountabilities or duties as directed by Supervisor/Manager which are within the employee's skill, competence and training.

Position Selection Criteria

Essential

- Bachelor's Degree in Graphic Design or a related qualification and/or extensive experience in the discipline of Graphic Design.
- Demonstrated experience with digital media, digital and offset printing, digital data transfer and the ability to create effective visual communication pieces from inception through to finished product.
- Excellent organisational and time management skills with a proven ability to meet tight deadlines.
- Demonstrated experience in managing client relationships by gaining and sustaining the confidence of people at all levels of the organisation.

- Demonstrated experience working in a multi-disciplined team environment and coordinating self-paced activities.
- Demonstrated effective problem-solving skills with the ability to interpret information, determine an appropriate course of action, provide sound advice, options or recommendations and review and redevelop to meet changing organisational objectives.
- Demonstrated experience in project management.
- Advanced technical skills in Microsoft Office, ability to work on a Mac platform, and the following Adobe applications; PhotoShop; Illustrator; InDesign; Acrobat.
- Demonstrated ability to think creatively when responding to design briefs with minimal detail.
- Demonstrated ability to be flexible and adaptive to changing customer demands.
- Be willing and able to work in a dynamic and fluid environment with the flexibility to work outside regular business hours during the evening and on weekends.

Desirable

- Skills in basic web design.
- Experience in corporate brand management and adhering to style guide templates.
- Experience with the use of an electronic document management system.
- Current C Class drivers' licence.