

Position Description

Graphics and Digital Media Officer

Name of appointed officer: Vacant

Date of appointment:

Date of last review of position description: May 2018

Salary and conditions

All terms and conditions of employment are consistent with the Local Government (State) Award unless otherwise stated.

Assessed entry level of position within salary system:	Band 2 Level 1
Position limit within salary system: (20 Grade structure)	Grade 7 – Entry to Step 4
Status of position:	Permanent
Hours of work per fortnight:	70

Organisational relationships

Directorate:	Environment Planning & Community
Section:	Environment, Development and Strategic Planning
Team:	Economic Development
Work base:	Maclean
Position responsible to:	Economic Development Coordinator (with indirect reporting to Destination Management Officer)
Level of support and supervision:	Medium
Level of personal management	High
Level of teamwork required:	High
Supervision of staff:	Nil
Internal contacts:	All staff within Council, but primarily those within Strategic & Economic Planning
External contacts:	High level contact with the general public, Government agencies, local businesses, community groups, tourism industry

Vision, mission and values

Our vision:	To make the Clarence Valley a community full of opportunity
Our mission:	To plan and deliver services valued by the community
Our values:	the acronym ' STRIVE ' describes the values and behaviours which are considered to be core requirements when we deal with each other and our community



Our Values and Behaviours

Safe	
We will have a safety focused workplace culture to ensure the wellbeing of our staff and the community.	
Acceptable	Unacceptable
I am aware of hazards	I take shortcuts
I promote a safe culture	I ignore safety
I look out for others	I do not communicate
Teamwork	
We will work together as one council towards shared goals and for the greater good of the community.	
Acceptable	Unacceptable
I share the load	I undermine others
I communicate with others	I act in isolation
I value people's strengths	"What's in it for me?"
Respect	
We will be inclusive, treat people with courtesy and fairness, and ensure each individual is valued and heard.	
Acceptable	Unacceptable
I am inclusive	I am a bully
I value the skills and opinions of others	I am aggressive
I listen actively	I am a gossip
Integrity	
We will behave in a way that is honest, open, and transparent. We will take responsibility for our actions and strive for excellence.	
Acceptable	Unacceptable
I am honest	I lie and conceal
I work ethically and lead by example	I act corruptly
I am responsible for my actions	I undermine others
Value	
We will deliver services efficiently, effectively, and in an environmentally and financially sustainable manner.	
Acceptable	Unacceptable
I always look for improvements	I misuse Council resources
I work efficiently	I'm a bludger
I learn from my mistakes	I don't respect the environment
Engagement	
We will engage with our staff and community to inform our decision making, and create awareness of our activities.	
Acceptable	Unacceptable
I communicate in a clear and timely manner	I deliberately misinform (lie)
I am the face of Council	I don't value consultation
I value all our customers' needs	I ignore communication

Physical requirements of the position

Frequent use of computer keyboard and telephone

Frequent sitting or walking and standing for long periods

Some driving

Purpose of the position

Provide high quality graphic design services, and innovative and coordinated multi media solutions to the delivery of Council's tourism services strategies

Assist in delivery of product to support Council's marketing and tourism collateral

Major duties and responsibilities

Design, review and update Council's visitor information and website collateral

Design collateral for third parties (tourist operators, community organisations, etc.) contracted to Council

Design and maintain Council's tourism website, social media and other digital media platforms

Assist in the development, maintenance and moderation of social media and electronic distribution platforms

Prepare general correspondence and reports to Council requirements

Update and maintain Council's tourism related image library

Provide graphic design for marketing and promotional programs

Assist in provision of customer service or administrative support including front line customer services

Assist to develop and implement procedures necessary to optimise delivery of tourism services within available resources

Contribute to the on-going strategic development of Council's multi media delivery of tourism services

To provide graphic design services to other Sections of the Council as required

Essential selection criteria

The selection criteria must be addressed as part of your application. Applicants must meet the essential criteria in order to be considered for interview.

Education and knowledge

TAFE or equivalent studies in digital media, graphic design or another relevant field; **or** equivalent relevant industry experience

Essential selection criteria

Licences/tickets, clearances, membership

Current drivers licence

Experience

Demonstrated graphic design skills and experience

Demonstrated understanding of contemporary multi media platforms and relevant issues

Position related skills

Sound written and verbal communication skills

Well developed interpersonal skills

General computer literacy in email and internet programs, Basic proficiency in Microsoft Word and multi and social media platforms

Graphic design skills in print and electronic formats

Work qualities

Behaviour that positively demonstrates commitment to Council's STRIVE values

Desirable selection criteria

The following criteria are considered important and demonstrated capacity to meet them will be highly regarded.

Education and knowledge

Tertiary studies in related field

Experience

Demonstrated experience in the tourist industry

Demonstrated experience in the production of high quality print and electronic visual display products

Demonstrated experience in managing a range of social and multi media technologies

Position related skills

Understanding of and competency in contemporary social media and related relevant technologies

Intermediate proficiency in graphic design technologies

Demonstrated high quality photography skills

Other features of this position may include

Occasional ordinary hours will be required to be worked on weekends

Occasional potential contact with challenging customers/members of public

Relief at other visitor services locations within the Council area

Generic performance requirements

Ethics/probity – act in accordance with the Code of Conduct.

Equal employment opportunity - comply with Council's Equal Employment Opportunity (EEO) Protocol.

Health and safety (WHS) - undertake duties and act at all times in accordance with the WHS Management System.

Other duties (outside of specific position requirements) - under the provisions of the Local Government (State) Award, Council may direct any employee to carry out duties that are believed to be within the employee's skills, qualifications, competence and fitness capabilities, whether or not they are a usual function of the position. Where an employee is required to perform duties associated with a higher position, the **Use of skills** Clause in the Local Government (State) Award will apply.

Declaration

In signing this declaration I acknowledge that I,
have been advised of the requirements, terms and conditions of appointment to this position
based on this Position Description.

Signed: Date
Employee