

CLARENCE VALLEY COUNCIL

Position Description

Graphic Design Officer

Directorate	Corporate & Governance Directorate
Location	Maclean
Classification/Grade/Band	Grade 8
Position Code	
Date position description approved	1 June 2020

Overview

With a large geographical area of 10,441 square kilometres and a population of almost 52,000 the Clarence Valley local government area is the gateway to the north coast of NSW and within easy driving distance of the south east Queensland. Encompassing beautiful beaches, stunning hinterland and the mighty Clarence River, the Clarence Valley is the ideal place for balancing work, life and relaxation. Clarence Valley Council is on an important journey in becoming a customer focused organisation that provides quality services in an efficient way.

Values



Primary purpose of the position

The Graphic Design Officer provides high quality graphic design services and develops innovative and coordinated multimedia solutions that align with Council's corporate strategies.

Key accountabilities

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

- Produce graphic design and communication material for marketing and promotional programs that is creative, appropriate and consistent with brand, vision and values to ensure program messages and themes are communicated effectively.
- Research market trends and target audiences to inform graphic design services that will assist with the approach to developing project objectives and outcomes.
- Contribute to the development of a digital communications strategy, content calendar and regular analytics reports to expand Council's social media output.
- Contribute to the planning and designing of high quality, engaging, and targeted social media content across Council's public and internal communications.
- Contribute to high quality digital communications to enhance reputation, proactively promote and communicate, and meet strategic objectives.
- Assist in providing content for and updating other digital communications channels including Council websites and intranet.

Key challenges

- Working with limited input of stakeholders to deliver creative and high-quality solutions that meets expectations.
- Maintaining currency on emerging technologies and contemporary best practice in digital communication trends and emerging digital technologies.

Key internal relationships

Who	Why
Coordinator Communications & Industry Engagement & Marketing & Brand Officer	Seek support for graphic and promotional digital activities and ensure programs meet Council's standards and stakeholder expectations.
Community & Industry Engagement Team	Maintain strong business knowledge and relationships to better inform decisions, communicate objectives and share goal with team to ensure that projects are developed within design guidelines.
Staff	Collaborate, engage, and seek feedback, on corporate activities and provide graphic design to meet briefs.

Key external relationships

Who	Why
General public	Ensure Council is represented in a visually consistent way

Key dimensions

Decision making

The role works independently within the parameters set by their supervisor and makes design decisions in consultation with their supervisor and client project team and in accordance with agreed strategies and project briefs.

Reports to	Marketing & Brand Officer
Direct reports	Nil
Indirect reports	Nil





Essential requirements

- Tertiary qualifications in digital media, graphic design or a relevant discipline, or equivalent relevant industry experience.
- Current Driver's Licence.

Capabilities for the role

The Local Government Capability Framework describes the core knowledge, skills and abilities expressed as behaviours, which set out clear expectations about performance in local government: “how we do things around here”. It builds on organisational values and creates a common sense of purpose for elected members and all levels of the workforce. The Local Government Capability Framework is available at www.lgnsw.org.au/capability

Below is the full list of capabilities and the level required for this position. The focus capabilities are in bold. Refer to the next section for further information about the focus capabilities

Local Government Capability Framework		
Capability Group	Capability Name	Level
 Personal Attributes	Manage Self	Intermediate
	Display Resilience and Adaptability	Intermediate
	Act with Integrity	Intermediate
	Demonstrate Accountability	Intermediate
 Relationships	Communicate and Engage	Intermediate
	Community and Customer Focus	Intermediate
	Work Collaboratively	Intermediate
	Influence and Negotiate	Intermediate
 Results	Plan and Prioritise	Intermediate
	Think and Solve Problems	Intermediate
	Create and Innovate	Intermediate
	Deliver Results	Intermediate
 Resources	Finance	Intermediate
	Assets and Tools	Intermediate
	Technology and Information	Intermediate
	Procurement and Contracts	Intermediate

Focus capabilities

The focus capabilities for the position are those judged to be most important at the time of recruiting to the position. That is, the ones that must be met at least at satisfactory level for a candidate to be suitable for appointment.

Local Government Capability Framework		
Capability Group	Capability Name	Behavioural Indicators
Personal Attributes Display Resilience and Adaptability	Intermediate	<ul style="list-style-type: none">• Adapts quickly to changed priorities and organisational settings• Welcomes new ideas and ways of working• Stays calm and focused in difficult situations• Perseveres through challenges• Offers own opinion and raises challenging issues
Relationships Community and Customer Focus	Intermediate	<ul style="list-style-type: none">• Identifies and responds quickly to customer needs• Demonstrates a thorough knowledge of services provided• Puts the customer and community at the heart of work activities• Takes responsibility for resolving customer issues and needs
Results Create and Innovate	Intermediate	<ul style="list-style-type: none">• Researches developments and trends in the industry• Thinks about issues and opportunities from different viewpoints• Links together unrelated ideas or events to generate insights• Identifies improvements to work systems, processes and practices
Resources Technology and Information	Intermediate	<ul style="list-style-type: none">• Shows confidence in using core office software and other computer applications• Makes effective use of records, information and knowledge management systems• Supports the introduction of new technologies to improve efficiency and effectiveness