

# Position Description

## Graphics and Digital Media Officer

**Name of appointed officer:** Vacant

**Date of appointment:**

**Date of last review of position description:** September 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 8 – 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:	Grafton, however this work base may change should business need identify other work locations to be more appropriate to deliver our services in the future
------------	--

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
--------------------	--------------------------

External contacts:	Medium level contact with the general public, Government agencies, local businesses, community groups, tourism industry
--------------------	---

## Vision, mission and values

<b>Our vision:</b>	To make the Clarence Valley a community full of opportunity
<b>Our mission:</b>	To plan and deliver services valued by the community
<b>Our values:</b>	the acronym ' <b>STRIVE</b> ' 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 corporate strategies including tourism services

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

Assist in delivery of product to support Council's branding and marketing targeting residents and visitors alike

Develop creative and unique graphical solutions to compliment Council's communications and programs

### Major duties and responsibilities

Design, review and update Council's corporate collateral, visitor information and websites

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

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

Provide graphic design for marketing and promotional programs

Update and maintain Council's image library

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

Research market trends and target audience

Undertake a consultative and collaborative approach to developing project objectives and outcomes

Develop and manage briefs and project plans to meet customer requirements

Prepare general correspondence and reports to Council requirements

### 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

Tertiary 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 advanced graphic design skills and experience

Demonstrated understanding of contemporary multi media platforms and relevant issues

#### Position related skills

Demonstrated sound written and verbal communication skills

Demonstrated well developed interpersonal skills

Advanced computer literacy in relation to multi and social media platforms and Basic proficiency in Microsoft Word

#### 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

Degree in related field

#### Experience

Demonstrated experience in the tourist industry

Demonstrated experience in a corporate environment

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

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

Occasional out of hours moderation of social media

**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*