

POSITION DESCRIPTION

Position Title:	Digital and Graphic Design Officer	Position Code:	DGDO
Division:	Economic Development and Business	Grade:	G
Location:	Dubbo/Wellington	Hours/Week:	35
Reports to:	Marketing, Events & Partnerships Team Leader		
No. Direct Reports:	Nil	No. Indirect Reports	Nil

Primary Purpose of Position

This position is responsible providing graphic design and production services to the Economic Development and Marketing Functions of Dubbo Regional Council to ensure all materials reflect the destination and corporate brand, are of high quality and are produced in a cost-effective manner. This position also supports the destination website development and maintenance, and provides support to marketing through digital applications including social media asset creation to support marketing content.

Key Accountabilities / Duties

Key Result Area	Primary Activities
Economic Development and Marketing	<ul style="list-style-type: none"> Assist in the implementation, monitoring and reporting of the Economic Development and Marketing Strategy and Action Plan. Provide graphic design and digital project support to the Economic Development and Marketing Branch as required. Provide support to the marketing activities of the Branch through content and asset creation for websites, social media, direct marketing media and associated digital marketing. Manage the production of marketing and promotional material delivered by the Branch to support key marketing messages of economic development and marketing for the LGA. Act as the custodian for the brand related imagery such as photos, brands, graphics and created content relating to the destination brand and economic development programs. Provide leadership on innovative methods of marketing communication to target markets using digital mediums and effective design tools. Other duties as directed by your Manager taking into consideration relevant legislation and your skills/knowledge.
Corporate and Destination Brand management	<ul style="list-style-type: none"> Support the implementation of the Dubbo Regional Council brand, including business marketing and special projects, through a high quality brand management and marketing material development.

Key Accountabilities / Duties

	<ul style="list-style-type: none"> • Support the implementation of the Dubbo Regional destination brands through high quality marketing materials that reflect the brand positioning of the destination. This includes special campaigns, partnered campaigns, digital and print production. • Implement, monitor and report on the integrity of the Corporation's various brand and style guidelines relating to economic development and marketing activity. • Ensure the development and use of all trademarks/brands reflect legislative/industry guidelines. • Provide insight and leadership in the development of quality materials that reflect the key messages of the destination brand or corporate branding as appropriate. • Manage Destination Brand Guidelines and oversee their adherence by internal and external stakeholders • Maintain Destination image library, including engagement of local suppliers for photography or video as required. • Other duties as directed by your Supervisor/Manager taking into consideration relevant legislation and your skills/knowledge.
Design and production services	<ul style="list-style-type: none"> • Provide a high quality design and production service to the Economic Development and Marketing Branch, and maintain includes a stringent corporate approval process. • Provide an advisory service to the Branch and the secondary Organisation in regards to cost-effective design and production of materials and effective use of new graphic communication tools for marketing and promotional activities. • Oversee external design services where required for the Economic Development and Marketing Branch. • Provide support services to the wider organisation and graphic design positions within the organisation external to the Branch when required. • Manage the external printing and production requirements for the Economic Development and Marketing Branch, including the accusation of quotes, recommendation of provider and the provision of artwork to meet printing requirements for printers and external consultants.
Web/Digital marketing and promotional communications	<ul style="list-style-type: none"> • Provide support to the destination websites through content monitoring and development. • Support the use of destination and economic development social media channels, as required. • Create and manage the provision of web ready files and format for online/digital media. • Support the branch in the maintenance of the Destination Websites including keeping content up to date and relevant, management of page creation and

Key Accountabilities / Duties

	<p>deletion and relevant content for each targeted market (new resident, visitation including events and investment).</p> <ul style="list-style-type: none"> • Creation of short, engaging and targeted video for digital engagement from new and targeted markets.
Corporate Image, Web and Social Media policies.	<ul style="list-style-type: none"> • Adhere and interpret Councils corporate web and social media policies for Economic Development and Marketing Branch.

Inherent Requirements of the position

- A large majority of this role is office based, using computers/electronic systems, thus an inherent requirement of this position is the ability to complete sustained periods of work sitting at a desk utilising computers/electronic systems or other office based equipment.
- Class C drivers licence.

Selection Criteria

Essential

1. Diploma in visual communications, graphic design or related discipline or experience commensurate to the qualification.
2. Demonstrated experience in design concept application across a variety of mediums including print, digital, signage and film.
3. Advanced knowledge in the application of Adobe Creative Cloud (including InDesign, Photoshop & Illustrator).
4. Demonstrated experience of the complete design process from concept to final production across a broad range of collateral.
5. Management and experience in maintaining and developing content for websites and other digital platforms.
6. Demonstrated project management experience on large or ongoing production jobs.

Desirable

7. Experience in brand management and creation.
8. Demonstrated web design

Organisation Wide Accountabilities

Corporate Values	<p>All employees have a responsibility to uphold the values of Dubbo Regional Council being:</p> <ul style="list-style-type: none"> • Customer focused: We are passionate about serving our community and creating a great place to live • Integrity: We act with integrity and professionalism and we are accountable to deliver the results we promise • One team:
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	We work as one team and partner with others to deliver more than we can achieve alone
Work Health and Safety	<p>All employees are responsible for the Work Health and Safety (WHS) for Dubbo Regional Council and their duties include:</p> <ul style="list-style-type: none"> • Complying with Council's WHS policies and procedures • Working with due diligence and consideration to safeguard their own health and safety and the health and safety of others • Reporting any potential hazards, incidents or injuries to their Supervisor or People, Culture & Safety within 48 hours • Participating in any WHS consultation arrangements • Complying with any Return to Work Plan if injured and supporting rehabilitation in the workplace • Correctly using all personal protective equipment • Complying with emergency and evacuation procedures and site rules if applicable • The Chief Executive Officer, Directors (Officers), Managers and On-Site Supervisors have additional responsibilities as defined in the Dubbo Regional Council Work Health and Safety and Consultation Policy
Sustainability	<p>Staff will give equal priority to improving and enhancing Council's economic, social and environmental outcomes by integrating sustainability into all decision making processes. This includes continuously increasing efficiencies, reducing resource use, sustainable procurement, maintaining service levels and protecting our natural assets. It is expected that all staff can demonstrate awareness and participation in sustainable work practices.</p>
Code of Conduct and Equal Employment Opportunity	<p>Staff will, at all times, adhere to:</p> <ul style="list-style-type: none"> • Council's adopted Code of Conduct. • Council's Anti-Discrimination, Harassment and Equal Employment Opportunity Policy to foster a fair and equitable workplace free of illegal discrimination, harassment and bullying behaviour.

Acceptance:

I, _____ confirm I have read and understood the Position Description. As the incumbent of this position, I agree to work in accordance with the requirements of the position and will abide by Dubbo Regional Council's policies and procedures.

I understand this Position Description is designed to guide the responsibilities and activities to be undertaken in this position and is not intended to be an exhaustive list. I acknowledge that the organisation, in response to changing priorities, may vary tasks and responsibilities from time to time.

Signature:

Date: