



POSITION DESCRIPTION

Position Title	Senior Content Producer and Graphic Designer	
Division	General Manager	
Group	Strategic and Corporate Communications	
Responsible to	Strategic and Corporate Communications Manager	
Position Supervises	Direct: 1 Indirect: 0	
Position No.	TBC	
Status	Permanent, full time	
Hours	Based on a 35hour week. Occasional after hours work to attend meetings/functions/events may be required.	
Salary Point	52 to 61	Band/Level: 3/2
Pre-employment checks Legislative requirements	Nil	
Date reviewed: 14 June 2022	Strategic and Corporate Communications Manager	

POSITION PURPOSE

The position is responsible for responding to requests and briefs with solutions that focus on effective key messaging for an agreed target audience, to deliver on client objectives. This includes communications and marketing collateral across print and digital, that continue to build the Inner West brand. It also includes effectively delegating work to and supervising the Graphic Designer/Content Producer.

SELECTION CRITERIA

Inner West Council is committed to the principles of Equal Employment Opportunity, Work Health and Safety, sustainability, continuous improvement and business excellence. The community is at the heart of the organisation and Council puts its values of integrity, respect, innovation, compassion and collaboration at the centre of everything we do. Employees are expected to demonstrate commitment to these values in performing their respective roles. In addition to these, the following criteria outline those that are relevant to this specific position.

Essential criteria:

1. Tertiary qualifications in graphic design, visual communications, media production or a relevant field, or commensurate industry experience.
2. Demonstrated experience in content creation and development, including graphic design, motion graphics or animation, video production, photography and copywriting.
3. Demonstrated skills in Microsoft Office and the Adobe design suite software (including After Effects, InDesign, Illustrator, Photoshop and Premiere).
4. Working knowledge of contemporary best practice in design and emerging digital technologies, and the ability to think creatively to drive continuous improvement.
5. Understanding of marketing principles to deliver campaign outcomes.
6. Excellent attention to detail and proofreading skills.
7. Working knowledge of CMS platforms, HTML and CSS.
8. Excellent interpersonal, written and verbal communication skills.
9. Ability to work under pressure, meet deadlines and to manage competing priorities according to Council's priorities.
10. Collaborative approach to working with internal and external stakeholders that includes excellent customer service skills.
11. Knowledge of and commitment to equal employment opportunities, diversity, work health and safety and ethical practice.

Desirable criteria:

1. Experience in and/or knowledge of local government.
2. Current NSW Class C Driver's Licence
3. Presentation skills.

KEY DUTIES, ACCOUNTABILITIES AND RESPONSIBILITIES

- Create marketing assets (including motion graphics or animation and video editing/production) that drive increased awareness of Council's brand, initiatives and events to internal and external audiences.
- Delegate, monitor and supervise the work of the Graphic Designer who reports to them.
- Lead Council's Design offering including staying ahead of industry trends and best practice.
- Work with the Manager of Strategic and Corporate Communications to formulate, develop and deliver innovative graphic and design responses to communications challenges.
- Develop and deliver content across print and digital including copy, presentations, infographics and video.
- Identify and create compelling stories to successfully reach target audiences through different channels.
- Act as a Council photographer/videographer at official occasions, events, promotions and community engagement activities as required. This may include infrequent weekend and after hours work.
- Liaise with and coordinate external suppliers (including designers, illustrators, digital developers, translation services and printers) as required, including providing branding guidelines, developing briefs, setting timelines and checking proofs.
- Deliver video requirements, motion graphics and digital solutions for internal Council customers.
- Act as a Brand Champion for the organisation and ensure all content adheres to Council's brand and style guidelines.
- Format digital assets and videos for delivery to digital platforms.
- Input to and maintenance of Council's digital photo library.
- Contribute to the development of tactical marketing campaigns and develop strategies to amplify content across Council's channels.
- Build strong and positive working relationships across key stakeholders at Council.
- Monitor emerging media technologies and trends, and develop recommendations based on insights.
- Ensure that the Brand and Marketing Coordinator is informed of any issue which may affect staff, the community and/or service delivery.
- Adhere to and comply with governance principles, and Council procedures and policies.

KEY RELATIONSHIPS:

Internal: External Communications Coordinator; Strategic and Corporate Communications team; and all sections of Council.

External: Members of the public; external suppliers; peak bodies; local organisations and businesses; relevant State and Commonwealth departments; and other councils.

WORK HEALTH AND SAFETY RESPONSIBILITY STATEMENT SPECIALIST/ SUPERVISORS / TEAM LEADERS LEVEL 5

Level 5 Supervisors, Team Leaders and Gangers have the responsibility to ensure that they perform their duties in accordance with their job description, Council's policies, procedures and safe working practices and comply with Work Health & Safety legislation. They must also ensure employees and non-employees within their area of control comply with the Work Health and Safety legislation in performing their stated duties in accordance with Council policies, procedures and safe work practices. These responsibilities are performed by:

Responsibilities	Performance Measures
<ul style="list-style-type: none"> Ensuring all appropriate actions are taken to implement the Health and Safety policy, procedures to satisfy legislative requirements. 	<ul style="list-style-type: none"> Evidence of promotion of, and conformance with, Council policies and procedures
<ul style="list-style-type: none"> Ensuring regular monitoring of Health and Safety performance in the area of their responsibility. 	<ul style="list-style-type: none"> Conducting Workplace inspections, development of a hazard register, conducting Audits where appropriate. Analysis of accident/incident trends Regular team meetings Use of the hazard reporting process
<ul style="list-style-type: none"> Commitment to WH&S 	<ul style="list-style-type: none"> Visibly showing commitment to health and safety through participation in formal and informal discussions, workplace visits and hazard inspections etc
<ul style="list-style-type: none"> Undertaking accident/incident investigations 	<ul style="list-style-type: none"> Evidence of documented and signed accident investigation forms
<ul style="list-style-type: none"> Liaising with Health and Safety representatives in relation to workplace Health and Safety issues. 	<ul style="list-style-type: none"> Regular meetings with WH&S rep
<ul style="list-style-type: none"> Improving health and safety performance 	<ul style="list-style-type: none"> Initiating action based on audit, inspection results and feedback from staff
<ul style="list-style-type: none"> Undertaking regular inspections to assist in the identification of hazards 	<ul style="list-style-type: none"> Development of a schedule of inspections Completed inspections
<ul style="list-style-type: none"> Attending health and safety meetings 	<ul style="list-style-type: none"> Evidence of signed/ documented minutes
<ul style="list-style-type: none"> Providing new employees with Health and Safety induction training and specific job training where required 	<ul style="list-style-type: none"> Employee inductions complete. Evaluation of induction by employees
<ul style="list-style-type: none"> Facilitating rehabilitation for injured employees 	<ul style="list-style-type: none"> Evidence of signed return to work programs Selected duties register
<ul style="list-style-type: none"> Ensuring employee awareness of Health and Safety management systems and specific workplace hazards 	<ul style="list-style-type: none"> Regular documented meetings with staff Conducting random inspections to ensure that correct WH&S procedures are being implemented by staff
<ul style="list-style-type: none"> Providing a clear definition, in writing, of all work procedures 	<ul style="list-style-type: none"> All work instructions are documented and provided to staff with explanation
<ul style="list-style-type: none"> Developing health and safety procedures 	<ul style="list-style-type: none"> Development of specific procedures where required
<ul style="list-style-type: none"> Knowledge of WHS and related legislation 	<ul style="list-style-type: none"> Attendance at training sessions

Applicant Declaration

I, have read and understood the position description
for the **Senior Content Producer and Graphic Designer** as detailed in this document.

Signature: Date: / /