



GRAPHIC DESIGNER

POSITION PROFILE

Division	Corporate Support	Status	Full Time
Unit	Communication, Engagement and Customer	Salary Grade	8
Reports to	Team Leader Engagement	Reviewed	Jan 2023

STRATEGIC INTENT

1. Increased Confidence Levels

To ensure our community, employees and stakeholders believe in Council's ability to create a **thriving community of active lives connected to nature** and to be the values of Collaborate, Achieve, Respect and Evolve.

2. Effective Engagement and Communication Processes

To ensure we work as one team, **collaborating** with our community, allowing us to move in the right direction together by **actively** facilitating two way education and learning opportunities between Council and our community, employees and stakeholders and sharing information openly

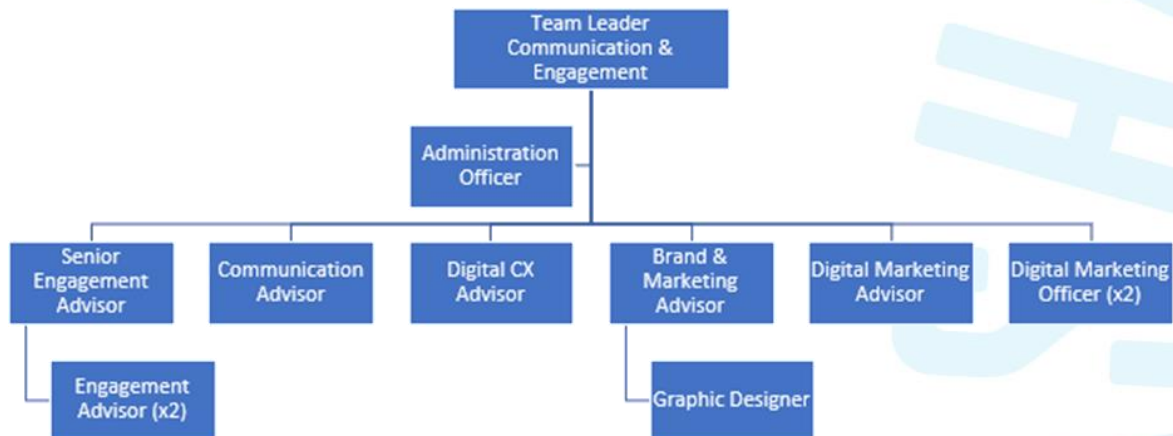
POSITION PURPOSE

The Graphic Designer has subject matter knowledge with cross-functional and multi-disciplinary skills to work with the Communication, Engagement and Customer team to:

- Develop from concept to delivery creative concepts and artwork for digital and print mediums across the organisation;
- Maintain council brand guidelines and related assets
- Ensure all visual communications follow council brand guidelines; and
- Contribute to the broader Engagement team activities to increase awareness of Council initiatives, services and events with external stakeholders.

In fulfilling this purpose, the position will demonstrate operational thinking, facilitate collaborative and respectful relationships and accept personal accountability for achieving outputs.

STRUCTURE



POSITION OUTCOMES AND ACCOUNTABILITIES

OUTCOME TO BE DELIVERED
Leadership Provide subject matter knowledge for the delivery of all outputs and outcomes in relation to specified Team Core Functions, Processes and Activities.
Change Management Responsible for effective change management in the implementation of a portfolio of projects and activities that together achieve outcomes and realise benefits that are of business importance to Council.
Continuous Improvement Identify and implement continuous improvement of business processes and practices associated with specified Team Core Functions, Processes and Activities and associated projects.
Risk Management Manage the risk associated with the delivery of specified Team Core Functions, Processes and Activities and associated projects.
Operational Planning Proactively contribute to the successful delivery of Team outputs in the Community Strategic Plan, Delivery Programme, Business Plan and Operational Plan by providing subject matter knowledge and skills to the unit.
Performance Management Proactively monitor and self-manage performance and act on constructive feedback.
Resource Management

Ensure effective resource management (financial, workforce and assets).

Customer Management

Ensure all interactions with customers (both internal and external) align with our brand, enhances our relationships, improve customer satisfaction and inform service delivery.

Other

Any other duties within area of skill as directed.

SELECTION CRITERIA / SUCCESS PROFILE

Qualifications, Certificates or Licences	Essential	<ul style="list-style-type: none">▪ Tertiary qualification in Design or related discipline▪ Current NSW Drivers Licence
	Desirable	
Experience or skills	Essential	<p>An ability to generate successful outcomes for Council and the community because you have:</p> <ul style="list-style-type: none">▪ Strong understanding of, and experience in, creating contemporary and high-quality visual communications, across a broad range of applications in digital and print media.▪ Experience in developing and maintaining brand guidelines, templates and tools that pertain to branding and design, and be able to effectively apply them to achieve brand alignment and relevancy.▪ Demonstrated capability in Adobe Creative Cloud including Acrobat, Photoshop, InDesign, and Illustrator.▪ Familiarity with Canva.▪ Strong time management skills and an ability to manage competing deadlines▪ Knowledge of print production to be able to create press ready artwork.▪ Strong attention to detail▪ Have strong interpersonal skills and an ability to establish productive working relationships with a diverse range of stakeholders.
	Desirable	<ul style="list-style-type: none">▪ Experience working on rebrand or brand refresh projects in a complex organisation▪ Photography, videography and/or animation skills▪ Understanding of UX design

- Ability to work on a PC

CORE CAPABILITIES

Attributes	<ul style="list-style-type: none"> ▪ Decision making: Achieving desired outcomes by evaluating and identifying options, and involving others in decisions affecting them. Able to take instruction and work unsupervised. ▪ Goals oriented: Works to achieve self-set goals, taking on challenging tasks when necessary in order to achieve them ▪ Operational planning/thinking: Critically examines the link between strategic outcomes and tactical outputs and determines what part of a strategic plan will be put into operation within a short term period (month/quarter) and sets milestones and conditions for successful delivery of outputs within this period. ▪ Communication skills: able to articulate complex and technical matters in simple terms and grasp complex issues quickly. ▪ People skills: empowers others to think for themselves, able to approach and attempt to resolve disputes in a constructive way and able to provide positive and constructive feedback when necessary. Has good interpersonal and relationship building skills. ▪ Team focussed: Willing to be mentored, and to share skills, experience and knowledge via formal and informal collaboration with colleagues. Seeks opportunities for organisational improvement. ▪ Organisation skills: Has the ability to work effectively under pressure and meet tight and competing deadlines.
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OUR VALUES

Behaviours	<ul style="list-style-type: none"> ▪ Collaborate – We are a united team. We work together to deliver great outcomes for our community ▪ Achieve- We have a can-do attitude and deliver on our commitments. We pursue excellence and believe in making a positive contribution to our community ▪ Respect – We communicate openly, act with integrity and are inclusive ▪ Evolve – We look for opportunities and embrace change, championing new ideas, and celebrating solutions.
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CORPORATE OBLIGATIONS

Employees	No direct reports. Unit structure attached.
Delegations	Authority to operate within the Delegations attached to the position

Risk Management	Managing work practices to mitigate all identified risks, identifying and reporting additional risk and threats and assist in devising strategies to mitigate these risks.
Financial Management	Managing budgets and expenditure, undertaking relevant checks and applying rules, regulation, process and procedures in dealing with financial matters
Workplace Health and Safety	Comply and co-operate with WHS policies, procedures, instructions and safe systems of work.
Code of Conduct	All employees are responsible for adhering to Council's Code of Conduct and the policies and procedures that support it
Workplace Behaviour & EEO	All activities must comply with Council's Workplace Behaviour Guidelines.
Enterprise Content Management	Comply with Council's Enterprise Content Management Determination and associated guidelines including creation of appropriate records in Council's records management system and proper custodianship of records to ensure against loss, removal or destruction
Continuous Improvement	Identify obsolete and inefficient practices and recommend changes where appropriate
Customer Focus	Championing an exceptional customer experience, and evaluating customer satisfaction in order to continually improve service delivery
Procurement	Activities are conducted in accordance with the Purchasing Policy and Procedures to provide transparency and cost effectiveness in procurement

SPECIFIC CONDITIONS OF EMPLOYMENT
