

Position Title	Graphic Designer
Department	City Future
Unit	Communications
Team	Creative
Supervises	Nil
Reports To	Team Leader Creative
Grade Range	G
Date Prepared	20/01/2024
Date Last Updated	20/01/2024

Our Vision & Values: A leading organisation that collaborates & innovates



We are committed to **safety**



We work as one **team**



We act with **integrity**



We care about our **customers**



We **continuously improve**

Primary purpose of position

Ignite your creative spark to deliver high quality graphic and digital design across a wide range of projects. Use your client management skills to build relationships and work closely with our internal customers to make a real difference to our community.

The Communication Unit operates under an agile working model. This position reports into the Coordinator Creative, however in day-to-day operation teams are formed across the unit to deliver projects. This model promotes the development of cross-function skills and a dynamic working model.






Accountabilities

- Design a wide range of collateral for the City's place brand, ensuring the brand strategy and styleguide are followed.
- Develop end-to-end graphic design and digital projects in accordance with brand guidelines and customer briefs, to connect with our audience.
- Concept creation and presentation for major initiatives.
- Understand and interpret the hierarchy of information and content when creating collateral.
- Assess and interpret customer project briefs to better connect with our community.
- Manage communication with internal stakeholders from brief, project management to delivery.
- Work with internal stakeholders on cross-collaboration projects and initiatives.
- Create and manage templates for customers in Microsoft PowerPoint and Word.
- Advise internal customers on creating advertisements, posters, banners, newsletters, publications, digital assets including web and social media content to maintain design standards.
- Any other tasks as required by Coordinator Creative, Manager Communications and/or Director City Future.

Position capabilities and level

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

Capability Profile D Senior Technical/ Professional Specialist

Capability Group	Capability Name	Level
 Personal Character	Lead Self	Advanced
	Display Resilience	Adept
	Act with Integrity	Advanced
	Safety and Accountability	Advanced
 Relationships	Communicate and Engage	Adept
	Customer and Community Focus	Adept
	Work Collaboratively	Advanced
	Influence and Negotiate	Adept
 Results	Plan and Prioritise	Advanced
	Think and Solve Problems	Adept
	Innovate and Improve	Advanced
	Deliver Results	Advanced
 Resources	Finance	Adept
	Assets and Tools	Adept
	Technology and Information	Adept
	Procurement and Contracts	Adept
 People Leadership	Manage and Develop People	N/A
	Inspire Direction and Purpose	N/A
	Optimise Workforce Contribution	N/A
	Lead and Manage Change	N/A

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 satisfactory level for a candidate to be suitable for appointment.

CBCity Capability Framework - Focus Capabilities

Group & Capability	Level	Behavioural Indicators
Personal Character		
Lead Self	Advanced	<ul style="list-style-type: none"> • Demonstrates motivation to serve the community and organisation • Initiates team activity on organisation/unit projects, issues and opportunities • Seeks and accepts challenging assignments and other development opportunities • Seeks feedback broadly and asks others for help with own development areas • Translates negative feedback into an opportunity to improve
Relationships		
Customer and Community Focus	Adept	<ul style="list-style-type: none"> • Demonstrates a sound understanding of the interests and needs of customers and the community • Takes responsibility for delivering quality customer- focused services • Listens to customer and community needs and ensures responsiveness • Builds relationships with customers and identifies improvements to services • Finds opportunities to work with internal and external stakeholders to implement improvements to customer services
Results		
Innovate and Improve	Advanced	<ul style="list-style-type: none"> • Encourages independent thinking and new ideas from others • Draws on developments and trends in the industry and beyond to develop solutions • Supports experimentation and rapid prototyping to test and refine innovative solutions • Develops/champions innovative solutions with long standing, organisation-wide impact

Resources

Technology and Information	Adept	<ul style="list-style-type: none"> • Selects appropriate technologies for projects and tasks • Identifies ways to leverage the value of technology to achieve outcomes • Ensures team understands their obligations to use technology appropriately • Ensures team understands obligations to comply with records, information and knowledge management requirements
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* Focus Capabilities are those judged to be the most important at the time of recruiting to the position. The mix of “focus” capabilities can change over time, reflecting changing work priorities and current team strengths.

Delegations

Decisions associated with this position are to be made in accordance with the Delegations of Authority (Policy186) approved by the General Manager.

Code of Conduct

All staff are required to adhere to the Code of Conduct (CP25).

Work Health & Safety

All staff are required to adhere to Council’s WHS&E Responsibilities and Authorities document (REF229) and associated policies and procedures.

Records Management

All staff are required to comply with Council’s Records and Information Management policies, procedures and guidelines.

Qualifications and Experience

Essential Qualifications

- Tertiary qualification in visual, graphic, digital or communication design combined with at least five years graphic & digital design industry experience.
- Current Class C Drivers Licence.

Essential Experience

- At least five years’ demonstrated experience in producing high quality, innovative and creative graphic/visual/digital end-to-end design collateral.
- Demonstrated experience in creating targeted and engaging creative content.
- Proficiency in Adobe Creative Suite, InDesign, Illustrator, Photoshop. As well as fundamental knowledge in and Microsoft Office programs Word and PowerPoint.
- Sound working knowledge of pre-press production and digital, with an ability to guide Council in the production of publications and various display materials.

- Experience working directly with customers and helping them achieve great outcomes for the community.
- Demonstrated experience working in a fast-paced environment, produce multiple projects simultaneously, adapting to changing priorities and meeting tight deadlines.
- Ability to work events, nights and weekends as required.

Desirable Qualifications and or Experience

- Demonstrated photography and/or videography skills.
- Experience with Adobe After Effects, Adobe Express and Adobe Premier
- Ability to illustrate and/or animate.
- Experience in pre-press production.
- Website, social media and digital experience.

HUMAN RESOURCES USE (SELECT YES OR NO)	YES	NO
Does this position fall under the definition of child related employment?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Does this position require incumbent to undergo criminal reference check?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Does this position require incumbent to demonstrate good driving Licence class required: C Class Drivers Licence	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Will incumbent need to make disclosure of pecuniary interest?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Could there be a conflict of interest with secondary employment?	<input checked="" type="checkbox"/>	<input type="checkbox"/>