

GRAPHIC DESIGNER

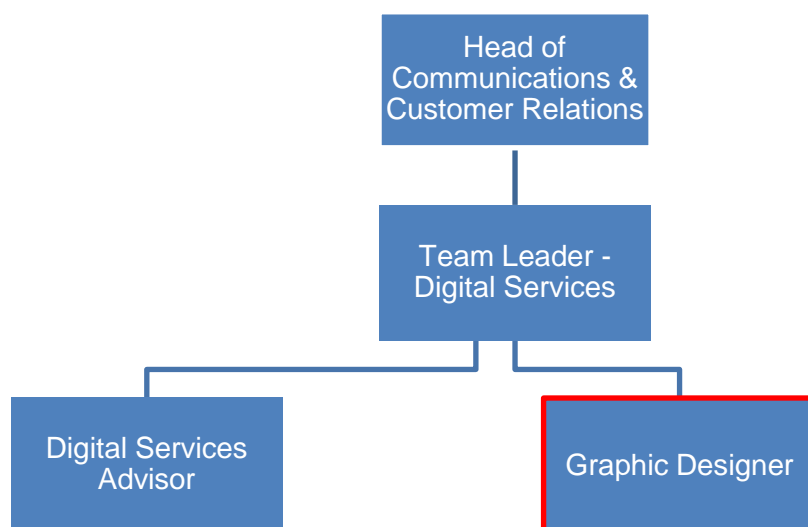
POSITION DESCRIPTION

POSITION INFORMATION

Group	Communications and Customer Relations
Team	Digital Services
Reports to	Digital Services Team Leader
Direct Reports	None
Primary Location	12 Taniwha Street and mobile between various Council Offices and around the District to fulfil key tasks
Financial Authority	\$0

TEAM STRUCTURE

Organisation structure of the position in relation to direct team



POSITION PURPOSE

- Create content that communicates ideas that inspire, inform and captivate our audience.
- Oversee design and production of council collateral for print and digital media.
- Ensure that brand guidelines are adhered to across all design outputs.
- Meet deadlines and deliver on council's communications goals.
- Understand and develop council's brand from a design sense.
- Assist in general digital services support.

KEY RESPONSIBILITIES

Responsibility	Key Functions/outcome
Oversee concept development, design and delivery of council print and digital design outputs.	<ul style="list-style-type: none"> • Create and deliver design briefs and determine requirements • Ensure brand integrity & consistency is maintained across all design deliverables • Conceptualise visuals based on requirements • Content produced is highly engaging, inspiring, timely and well-integrated with the council brand • Council reports and publications are of a high quality and meet sector requirements and expectations • Develop illustrations, logos and other designs using software or other means • Test graphics across various media • Amend designs after feedback
Meet with staff and stakeholders to gain an understanding of what they want their proposed communications to look like.	<ul style="list-style-type: none"> • Create or incorporate illustrations, pictures, and designs to reflect the desired theme and tone of the communications. • Work cooperatively with staff. • Create clear and understandable design briefs • Understand suitable use of typography and colour for proposed communications.
Support in the creation of photo/video content to support campaign and marketing activity, including video editing.	<ul style="list-style-type: none"> • Support the digital services team with creating and delivering photo and video content for various platforms. • Utilise a range of video and photography equipment to create engaging content for use across print and digital platforms • Utilising a range of software to edit captured video and photo content
Liaison with external agencies, designers, printers and other suppliers.	<ul style="list-style-type: none"> • Work closely with external parties to ensure brand consistency and quality of work is adhered to where required. • Relay and enforce deadlines, update internally if there are delays
Support with development and delivery of content for use on our web and social platforms	<ul style="list-style-type: none"> • Create quality engaging content specific to desired web platform • Understand dimensions and quality outputs for web and social media use • Work with digital team to understand and assess what engaging content looks like
Create and evolve councils' key documents including	<ul style="list-style-type: none"> • Create engaging reports and documents, understand layout requirements and design brief.

Responsibility	Key Functions/outcome
Long term plan and annual plan.	<ul style="list-style-type: none"> Create infographics that convey council data for ease of readability and understanding Work with communications staff to produce final design.
Support digital services with the administration and delivery of the website and social media.	<ul style="list-style-type: none"> Support the digital services team where required Update website using content management system Update social media with posts and content
Records and Reporting	<ul style="list-style-type: none"> Ensure accuracy of information/records in systems adopted by the department/organisation. Produce accurate reports as required for managers and/or SLG
Health & Safety and Wellbeing	<ul style="list-style-type: none"> Model a culture of safety and wellbeing for your staff (if in a Supervisor/Manager position) Take responsibility for your own health and safety Ensure your own actions keep self and others safe Identify, report and assist to eliminate hazards/risks in work place Participate in local work place safety management practices Participate in workplace wellbeing initiatives Ensure compliance under Health and Safety at Work Act 2015
Project Management	<ul style="list-style-type: none"> Undertakes projects and/or other initiatives that may be assigned by the manager or SLG
Emergency Management	<ul style="list-style-type: none"> Participates in civil defence emergency management (CDEM) events and training if required

Note: This is a broad outline of the responsibilities for this position and not an exhaustive list of your responsibilities. Key responsibilities may vary from time to time as directed by your supervisor/manager to accommodate the operational needs of the team and organisation.

FUNCTIONAL RELATIONSHIPS

Internal	External
<ul style="list-style-type: none"> Council Staff Councillors Events Capital Staff Town centre Taupō Staff Arts/Erupt Staff Enterprise Great Lake Taupō Staff Destination Great Lake Taupō Staff 	<ul style="list-style-type: none"> Community Council Controlled Organisations Business Stakeholders Visitors

Business

VISION

“Making a better life for you and your families. We’re in this together – let’s make it work!”

VALUES

Kia kōtāhi mai – We’re in this together

Unite

Connect

Deliver

Kōtahitanga

Six key behaviours summarise how we will operate and support our values:

- Share and seek information with open, effective and intentional communication
- Support one another with honesty, respect and integrity in all interactions
- Exceed expectations of the community and beyond
- Seek improvement in all that we do
- Harmonise life and work
- Build a stronger relationship with the whenua and the people

PERSON SPECIFICATION

Education and Qualifications

Essential	Desirable
<ul style="list-style-type: none"> • A strong portfolio of illustrations, documents and other graphics • Tertiary Degree in Design, arts or related field. 	<ul style="list-style-type: none"> • Graphic Design or related qualification

Personal Attributes

Essential	Desirable
<ul style="list-style-type: none"> • Team player • Creative mindset • Great verbal and written communication • A keen eye for aesthetics and details • Ability to work methodically and meet deadlines • A passion for design 	<ul style="list-style-type: none"> • Open minded and willing to learn • Ability to take criticism

Competencies and Experience

Essential	Desirable
<ul style="list-style-type: none"> Proven graphic designing experience Use of Adobe InDesign, Illustrator and Photoshop 	<ul style="list-style-type: none"> Use of other Adobe Creative Cloud software Digital marketing experience Writing and editing skills Video editing skills

JOB DESCRIPTION SIGN-OFF

Please note that this Job Description will be discussed annually to ensure currency of the position responsibilities.

	Manager	Employee
Name		
Signature		
Date		