

## POSITION DESCRIPTION/SPECIFICATION

### 1. POSITION IDENTIFICATION

<b>Title</b>	Graphic Artist	<b>Level</b>	5
<b>Business Unit</b>	Communications and Stakeholder Relations	<b>Position Number</b>	00024, 00891, 01238
<b>Directorate</b>	Governance and Strategy	<b>Date Established</b>	May 2007
<b>Reporting to</b>	Marketing Co-ordinator	<b>Date Updated</b>	June 2020

### 2. KEY OBJECTIVES

- Undertake a range of marketing activities in conjunction with the Marketing Co-ordinator, including design of concepts and marketing material, production of publications and digital assets and management of the City's corporate photo library.
- Provide advice on all aspects of graphic design including design, artwork, photography, video, social media, industry trends, printing and production of City material.
- Provide a high level of customer service to both internal and external customers.

### 3. KEY ACCOUNTABILITIES

- Ensure all marketing activities are delivered in accordance with the City's Corporate Marketing protocols and guidelines is timely and within allocated budget.
- Ensure designs adhere to the City's established corporate brand and sub-brands, accommodate Access and Inclusion design principles and reflect contemporary best-practice in graphic design.
- Undertake activities in accordance with the Business Unit Plan, Corporate Business Plan, Strategic Community Plan, Corporate Marketing Plan and other relevant plans.
- Ensure prompt and accurate capture of corporate information and documentation in accordance with the City's record keeping system and associated policies, protocols and practices.
- Customer service is delivered in accordance with the City's Customer Service Charter and relevant protocols and procedures.
- Comply with OSH legislation, City protocols, procedures and other OHS related requirements, and actively support the City's safety systems.

#### 4. KEY ACTIVITIES

##### ACTIVITIES

###### **Outcome: Graphic Design**

- Design and deliver content and production of corporate and business unit publications including, but not limited to advertisements, newsletters, social media, digital campaigns, flyers, corporate publications and marketing campaign material.
- Develop, maintain and ensure all design material produced is in accordance with the City's Branding Guidelines.
- Develop high quality designs and press ready artwork.
- In conjunction with the Marketing Co-ordinator, review and maintain the City's Corporate Branding Guidelines, ensuring the City's brand and image are modern and relevant.
- Liaise on behalf of the City with external design and branding agencies.
- Provide input into the development and review of the Business Unit Plan and Corporate Marketing Plan and undertake monthly and ad hoc reporting of progress against plans.
- Participate in the development of City protocols, processes and procedures.
- Undertake and assist in the completion of special projects as directed.
- Perform other duties as requested within the scope of this level and in accordance with skills, knowledge and experience.

###### **Outcome: Photography and Technology**

- Manage, maintain and update the City's photographic library.
- Provide advice to employees on the relevance of photography to design.
- In conjunction with Information Technology, ensure the maintenance and update of the graphic computer hardware and software.
- Ensure the maintenance and update of the graphic back-up system and server hardware and software.
- Research, evaluate and recommend potential products and features to improve efficiency and effectiveness of the City's design studio.

###### **Outcome: Advice**

- Provide high level advice to stakeholders, Manager Communications and Stakeholder Relations and the Marketing Co-ordinator in the development and usage of graphic design.
- Investigate, assess and respond to organisational wide complex enquiries, requests and correspondence relating to graphic design.
- Provide technical advice to the City regarding graphic design.
- Provide information and advice to City employees and on all matters related to the functions and operations of Communications and Stakeholder Relations.
- Works collaboratively with the City's other Graphic Artists to foster creativity and innovation within the design team.

###### **Outcome: Customer Service**

- Respond to incoming correspondence in accordance with City timeframes and parameters.
- Receive and respond to correspondence from internal and external customers and stakeholders.
- Maintain positive working relationships with internal and external stakeholders.
- Maintain liaison with internal and external suppliers, assisting in commissioning and delivery of marketing and promotional material.
- Attend to phone and counter enquiries relating to marketing and design.
- Handle and investigate marketing related queries and complaints.

## 5. WORK RELATED REQUIREMENTS / SELECTION CRITERIA

### Essential Skills, Knowledge, Experience and Qualifications:

#### Skills:

- High level graphic design skills including print, online and advertising mediums.
- High level computer literacy and program skills relating to graphic design including MAC operation and Creative Cloud.
- High level organisational and time management skills with the ability to manage multiple priorities.
- High level communication and interpersonal skills with the ability to liaise effectively and provide guidance to internal and external stakeholders.
- High-level problem-solving skills.
- Attention to detail to identify and minimize errors in work, maintain version control across complex documents and follow technical instructions and specifications with care.
- Ability to provide quality press-ready artwork.
- Ability to work unsupervised or as part of a team.

#### Knowledge:

- Sound knowledge of the development of marketing concepts, including social media and digital campaigns.
- Sound knowledge of design software on a Mac platform, such as the Adobe Creative Suite – specifically InDesign, Photoshop, Illustrator and Acrobat.
- Sound knowledge of publishing, printing, video and photographic industry practices and processes and recommends process improvements to ensure high-quality outcomes.
- Sound knowledge of computer systems and software/hardware relating to design.
- Sound knowledge of peripheral computer equipment, including printers, copiers, scanners, cameras, relating to the design process.

#### Experience:

- Demonstrated experience in a similar graphic design role.
- Demonstrated experience in managing or supporting design related projects.
- Demonstrated experience in the development and implementation of marketing campaigns.
- Demonstrated experience in multi-tasking.

#### Qualifications/Clearances:

- Tertiary qualifications in Graphic Design or relevant discipline and/or equivalent relevant experience.
- Current Western Australian 'C' Class Driver's License.

## 6. EXTENT OF AUTHORITY

- Freedom to act governed by clear objectives.
- Required to set outcomes within defined constraints.
- Solutions to problems generally found in precedents, guidelines or instructions. Assistance usually available.
- May be required to exercise judgment and/or contribute critical knowledge and skills where procedures are not clearly defined.

**7. WORKING RELATIONSHIPS**

**Level of Supervision:**

- Works under general direction

**Internal:**

- Communications and Stakeholder Relations business unit
- Community Development and Library Services business unit
- Leisure and Cultural Services business unit
- Strategic and Organisational Development business unit

**External:**

- Service suppliers
- External design and branding agencies

**8. POSITION DIMENSIONS**

NUMBER OF EMPLOYEES DIRECTLY REPORTING TO POSITION	0
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