

# **CENTRAL OTAGO DISTRICT COUNCIL**

## **JOB DESCRIPTION**

<b>POSITION</b>	: <b>Graphic Designer - Communications</b>
<b>REPORTS TO</b>	: Community and Engagement Manager
<b>LOCATION</b>	: Alexandra (main Council Offices)

### **Purpose**

Create and regulate Council's graphic design to ensure a professional and engaging portrayal of the work we do, that is consistent with our organisational values.

### **KEY ACCOUNTABILITIES**

1. Provide a professional design service from conception to execution for Council's visual communication, including but not limited to formal printed documents (e.g. plans and strategies), consultation campaigns, web and social media platforms, brand and logo management, notices and advertisements, posters, banners and other visual collateral.
2. Provide professional design advice for Council communication networks, including but not limited to intranet, document templates, data graphics, stationery and signage.
3. Monitor and advise on the appropriate use of logos and brands related to and representing Council and Council activities.
4. Liaise with work colleagues to determine the design brief, timelines and budget for graphic design projects.
5. Develop design concepts for template documents and style guidelines, managing associated master files and ensuring effective and appropriate application. Provide associated training as required.
6. Manage production processes associated with design work undertaken, including seeking suppliers, sourcing quotes, and coordinating print production.
7. Source digital imagery and manage these through Council's image library .
8. Monitor current trends in the areas of design; be familiar with software applications and industry standards relevant to the Council's requirements.
9. Collect and report on data related to graphic design work, such as hours worked per project and print and production cost trends, to assist with work efficiencies.
10. Take all practicable steps to ensure personal safety, and the safety of others while at work, according to Council's Health and Safety policies.

11. Be an active and valued member of Council's communications team.
12. Undertake any other associated duties as directed by the Chief Executive Officer.

## KEY RESULT AREAS

Key result areas have been identified to assist in formulating performance objectives.

1. Council's graphic communication is aligned with Council's 'look and feel' and exemplifies our values.
2. Professional, relevant and timely design solutions are provided to Council staff regarding design for effective communications.
3. Council publications and information sources are well designed, fit for purpose and clearly communicate our desired message to the targeted audience.
4. Communication is enhanced through great visual design.
5. Graphic design is an integral part of Council's communications delivery.

## DELEGATIONS

Makes decisions within the authority delegated by the Chief Executive Officer and Community and Engagement Manager.

## RELATIONSHIPS

**External**  
Media  
Suppliers

**Internal**  
Chief Executive Officer  
Executive Team  
Group Manager – Community Vision  
Community and Engagement Manager  
Work colleagues

## Position Requirements

### Experience/Knowledge

- Qualifications in visual communications or graphic design; or equivalent work-based experience
- Comprehensive knowledge of the techniques and elements of visual design
- Proven work experience in design, with a portfolio of work to demonstrate this
- Knowledge of industry standards for visual design software packages

### Specific Skills

- Strong understanding of layout and design fundamentals in web and print media: layout, balance, composition, with an exceptional eye for detail and design flair

- Ability to apply design skills to multiple mediums: web, print, photography
- Ability to apply design skills to multiple formats and styles: conversational, technical, formal and informal
- Ability to create, deliver, edit and optimise communication materials produced by Council for a variety of audiences
- Ability to work in a team environment and create strong working relationship with activity staff
- Strong verbal and written communication skills
- Excellent organisation and time management skills
- An understanding of marketing principles
- Competent with Adobe Creative suite (InDesign, Photoshop, Premiere Pro), and Microsoft 365 applications and services
- Social media savvy
- Detail orientated and results driven
- Some financial skills, including budget and project management skills

### **Personal Qualities**

- |                                     |                         |
|-------------------------------------|-------------------------|
| • Creative problem solver           | • Honesty and integrity |
| • Work well under pressure          | • Conscientiousness     |
| • Can manage competing priorities   | • A team player         |
| • Initiative                        | • Patience and tact     |
| • Ability to express ideas clearly  | • Supportive            |
| • Ability to work unsupervised      | • Sense of humour       |
| • Well presented professional image |                         |

The designer must be able to work in an open plan environment, with minimal supervision and have a positive, 'can do' attitude, and be able to work under pressure in a calm, friendly and engaging manner. The ability to promote the desired image and culture of the Central Otago District Council through one's own actions is paramount.