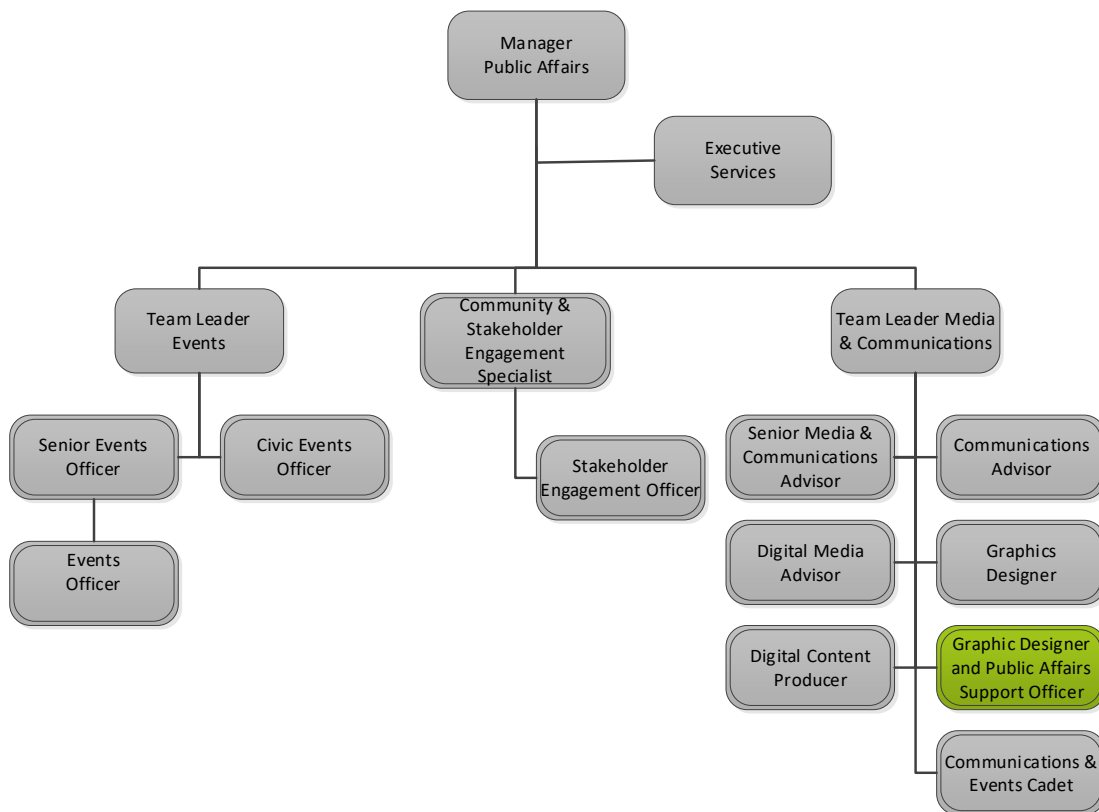


## POSITION DESCRIPTION

<b>Position Title</b>	Graphic Designer and Public Affairs Support Officer
<b>Position Number</b>	23103
<b>Division</b>	Sport, Community & Activation
<b>Branch</b>	Public Affairs
<b>Grade</b>	12
<b>Special Requirements</b>	Ability to work flexible hours
<b>Physical and Environmental Demands</b>	Manual Handling
<b>Authorities</b>	As applicable and as delegated by the General Manager
<b>Key Direction/s</b>	Strong Local Leadership

### Reporting Structure



## Position Purpose

To provide administration support to the Manager Public Affairs and to support the Graphic Designer to foster greater awareness of Council and effectively communicate its identity and function through the roll out and implementation of Council's brand on a range of corporate publications, communication material and platforms.

The position will also effectively drive and implement Council's corporate brand to provide high quality visual design initiatives and solutions to enhance Council's communication in a prompt and professional matter. As well as provide strategic communications advice and support to a range of different Council projects and activities.

## Key Result Areas

- **Administration Support**
- **Graphic Design**
- **Council Relationships**
- **Customer Service**
- **Core Corporate Values**

## Key Duties & Responsibilities

### Administration Support

- Provide administrative support to the Manager Public Affairs.

### Graphic Design Activities

- Assist in developing the required elements for Council's brand, ensuring the brand strategy and style guide are followed.
- Develop end-to-end graphic design projects in accordance with brand guidelines, approval channels, protocols and customer briefs.
- Assist in developing and designing promotional, marketing and communications collateral that is innovative, eye catching and creative.
- Assist in providing appropriate advice to internal customers on advertisements, brochures, posters, banners, newsletters and publications, in order to maintain high standards of corporate design.
- Work with internal stakeholders on cross-collaboration projects and initiatives.
- Other duties as directed by the Manager Communications & Events.
- Act in accordance with Council's Fraud and Corruption Prevention Policy and Plan at all times as Council will not tolerate fraudulent or corrupt practices by its own staff, contractors or others working for Council.

### Council Relationships

- Establish and maintain effective working relationships with staff.
- Participate in cross-organisational teams to deliver strategic outcomes.

### Customer Service

- Participate in the review, development and improvement of work systems and practices to enhance customer service and meet customer needs.
- Demonstrate a strong customer focus which is accurate, responsive, timely and courteous.
- Ability to be flexible and adaptive to changing customer demands, emerging trends, mediums, technologies and corporate requirements.

### **Branch Activities**

- Participate in training as required.
- Other relevant duties which may be required from time to time.

### **Corporate Core Values**

- Continuously display Councils Corporate Core Values of Leadership, Innovation, Partnership, Commitment, Customer Focus and Safety.

## **Key Duties & Responsibilities**

### **Administration Support**

- Provide administrative support to the Manager Public Affairs.

### **Graphic Design Activities**

- Assist in developing the required elements for Council's brand, ensuring the brand strategy and style guide are followed.
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**WHS Responsibility**

- Implement, monitor and, or comply with Councils WHS Management System, including but not limited to WHS Policies, Standard Operating Procedures, Risk Assessments/Work instructions and associated systems tools in their relevant work area

**Risk Management Responsibilities**

- To act at all times in a manner which does not place at risk the health and safety of anyone in the workplace.
- Responsible and accountable for taking practical steps to minimise Council's exposure to risks in so far as is reasonably practicable
- Must be aware of operational and business risks. Particularly:
  - understand and adhere to the principles of Risk Management within their job role;
  - assist Managers and Team Leaders in identifying risks and risk treatments in their job role;
  - provide input into various risk management activities;
  - report all emerging risks, issues and incidents to their manager or appropriate officer; and
  - follow Council policies and procedures.

**Essential and Desirable Criteria****Essential**

- Relevant qualifications in Graphic Design and/or significant relevant experience.
- Excellent publication design, proofing skills, and communication skills when developing corporate documents for print and electronic media.
- Demonstrated ability to manage and oversee multiple projects simultaneously.
- Highly skilled in the use of Adobe Creative Suite including Adobe InDesign, Adobe Illustrator, Adobe Photoshop and Microsoft Office.
- Demonstrated experience developing, maintaining and implementing corporate brand guidelines across multiple communication assets and platforms.
- Sound working knowledge of graphic design production and publishing, with an ability to guide Council in the production of promotional collateral.
- Experience in dealing with difficult customers and working with them to achieve balanced outcomes.
- Proven ability to work under pressure with a commitment to quality outcomes.

**Desirable**

- Local Government experience.
- Experience in carrying out administrative functions of graphic design such as costings and key performance indicators.

**Prepared By**

Manager Public Affairs

**Date Prepared**

July 2024

I have read and understand the contents of the position description for my role and agree to work in accordance with the requirements of the position.

I understand that this position description may change with organisational requirements and the tasks and responsibilities outlined in the position description may vary from time to time.

**Employee Name:**

**Employee Signature:**

**Date:**