

POSITION: EXHIBITION DESIGN & PHOTOGRAPHY LEAD

REPORTS TO: SENIOR CURATOR

ACCOUNTABLE TO: GALLERY DIRECTOR

GROUP: CULTURE, COMMUNITY & RECREATION

DATE REVISED: JULY 2024

ROLE CHARTER

This role charter is a broad description of the accountability and duties of an employee of Maitland City Council. The role will evolve and change over time, in line with the changing strategic and operational requirements and outcomes of the organisation.

Council has a set of Guiding Principles that assist staff to understand the behaviours that are expected to create an organisational culture that helps our customers and people thrive.

OUR GUIDING PRINCIPLES ARE:



MAKE THINGS EASY

Do the hard work to make things intuitive for me.



BE WELCOMING

Care for me as a person, not a task or a number.



BE OPEN MINDED

Listen to me and work with me to find solutions.



LOOK OUT FOR ME

Thoughtfully anticipate what will make my days go smoother.



KEEP YOUR PROMISES

Follow through on your commitments to me.

PRIMARY PURPOSE

To provide conceptual, creative and design services for the continued development and ongoing implementation of the Maitland Regional Art Gallery (MRAG) brand.

To liaise with internal stakeholders and external service providers where appropriate, to deliver high quality, innovative and smart design, across a range of platforms and technologies within brand guidelines.

CORE ACCOUNTABILITIES

1. Delivery of graphic design services which enhance and promote the MRAG sub-brand whilst ensuring work remains in alignment with Council’s corporate branding, marketing and promotions frameworks.
2. Interpret and provide input into the evolution of the MRAG brand.
3. Create design solutions within sub-brand guidelines across a range of traditional and contemporary media.



4. Liaise with and advise a wide range of internal and external stakeholders to bring about positive design outcomes, on time and within budget.
5. Interpret a brief and work with internal and external clients to create visual concepts and designs for projects, including exhibition and public programs materials and catalogues, that can work across a wide range of mediums including print, digital and online.
6. Negotiate with internal and external suppliers and contractors to facilitate design outcomes.
7. Facilitate digital marketing asset creation and delivery including website back end structures, front end website design, online advertising, electronic direct media, social media, exploration and implementation of new design technologies.
8. Coordinate the MRAG's creative photographic work, including the coordination of photographic shots, publications, programs and image storage.

Undertaking any other duties, projects or tasks as directed by the Coordinator which are within the employee's skills, competence and training.

The incumbent is to behave in alignment with Council's Guiding Principles, comply with the organisations policies and procedures and undertake training and development.

ESSENTIAL CRITERIA

1. Degree qualification in graphic design, visual art or communications, digital media or an equivalent combination of contemporary experience and/or education relevant to the role.
2. Contemporary industry knowledge and demonstrated experience in graphic design across a range of mediums including print, video and digital platforms in a high-volume business or agency environment.
3. Experience with implementation of brand guidelines within a diverse environment.
4. Proven ability to work productively as a member of a team and contribute to team goals.
5. Highly developed communication and negotiation skills with demonstrated experience influencing stakeholders to reach positive outcomes.
6. Demonstrated experience to prioritise and manage a number of tasks and projects on time and within budget.
7. High level experience in use of Adobe Creative Suite.

DESIRABLE CRITERIA

1. Previous experience within a gallery or similar with respect to the design and production of catalogues, promotion and educational materials.
2. Demonstrated experience in publishing/printing/photographic industry processes and ability to provide press-ready artwork.

Date:

Agreed:

Employee Name

Employee signature

