

**POSITION:**                   **GRAPHIC DESIGNER**

**REPORTS TO:**               **TEAM LEADER MARKETING**

**ACCOUNTABLE TO:**       **COORDINATOR MARKETING & COMMUNICATIONS**

**GROUP:**                     **PEOPLE AND PERFORMANCE**

**DATE REVISED:**         **JUNE 2024**

## ROLE CHARTER

This role charter is a broad description of the accountability and duties of an employee of Maitland City Council. The role may 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 Brand Maitland, including the three brand pillars and associated sub-brands as well as Council's suite of event and other stand alone brands. This position will 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, including the three brand pillars and associated sub-brands of Brand Maitland as well as Council's established Gaol and individual events brands.
2. Interpret and provide input into the evolution of Brand Maitland and Council's suite of stand alone brands.
3. Create design solutions within brand and sub-brand guidelines across a range of traditional and contemporary media.
4. Liaise 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 clients to create visual concepts for projects that can work across a wide range of mediums including print, digital and online.
6. Facilitate corporate wide 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.

The incumbent is required to undertake any other duties, projects or tasks as directed by the coordinator, which are within their skills, competence and training.

The incumbent is to comply with the organisations policies and procedures and undertake training and development.

## **ESSENTIAL CRITERIA**

1. Degree qualification in Graphic Design, Visual Communications or an equivalent combination of relevant contemporary experience and/or education/training.
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 implementing brand guidelines in 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. Substantial demonstrated experience in the use of Adobe Creative Suite for PC and Mac.
8. Class C Driver's licence.

## **DESIRABLE CRITERIA**

1. Experience developing and managing photo and video shoots and the associated production processes.
2. Experience with website content management systems such as Wordpress.



Date:

Agreed:

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Employee Name

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Employee signature

