

## DEPARTMENT OF LOCAL GOVERNMENT, SPORT AND CULTURAL INDUSTRIES

## WESTERN AUSTRALIAN MUSEUM

**MISSION**

To inspire and challenge people to explore and share their identity, culture, environment and sense of place, and to contribute to the diversity and creativity of our world.

**VISION**

To be an excellent and vibrant Museum, valued and used by all Western Australians and admired and visited by the world

**VALUES**

Accountable  
Inspirational, Inclusive and Accessible  
Enterprising and Excellent  
Sustainable

**ABOUT THE MUSEUM**

The Western Australian Museum is home to the State's scientific and cultural collection, which it makes accessible to the community through research, exhibitions and public programs. It provides opportunities for all West Australians to express their sense of being, celebrate their cultural heritage and identity, and embrace their shared existence. It is a place where people can share stories and experiences. It adheres to principles of mutual understanding and natural justice. The Museum's exploration, research and interpretive work in the sciences and humanities is world leading.

The Museum currently has six public sites: WA Maritime Museum, WA Shipwrecks Museum, Museum of Geraldton, Museum of the Goldfields, and Museum of the Great Southern. The Perth site is temporarily closed while we build the New Museum for WA.

The Museum is a Statutory Authority within the Department of Local Government, Sport and Cultural Industries (DLGSC). The Department facilitates lively communities and the economy and the offering of outstanding and inclusive sporting and cultural experiences to local, interstate and international visitors.

**DETAILS****Position Title**

Graphic Designer

**Position Number**

12726

**Classification Level**

Level 3

**Award/Agreement**

PSGO CSA GA 2017

**Directorate**

Fremantle Museums and Business Development

**Branch/Team**

Marketing

**Physical Location**

Perth

**Effective Date**

06/06/2019

**Employment Type**

Permanent, Full Time

## REPORTING RELATIONSHIPS

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### Position reports to

11413, Manager Marketing and Audience Development

### Positions reporting to this position

Nil.

## PURPOSE OF THE POSITION

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Conceptualise, design, prepare artwork and supervise production for all aspects of graphic design and visual communications associated with the marketing program at the WA Museum.

## STATEMENT OF DUTIES

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- 1 Conceptualise, design, prepare artwork and supervise production for all aspects of graphic design and visual communications, including print materials, signage, press and outdoor advertisements, promotional and event materials to support marketing campaigns promoting exhibitions across the six sites.
- 2 Create and develop the graphic design concepts to a high standard and within deadline, to be approved by the Marketing Manager.
- 3 Identify, create and maintain the professional standards for quality two dimensional graphic design, that reflect corporate image and identity of the Western Australian Museum.
- 4 Keep abreast of technological and industry changes, whilst maintaining professional standards on all work produced for the marketing department.
- 5 Research new design approaches and trends to create new marketing opportunities to promote exhibitions, public programs and events to the public.
- 6 Assist in the development and redesign of existing marketing templates, e.g. press advertising layouts and assist in the implementation of the re-brand project.
- 7 Print management – liaising with suppliers and contractors to deliver high quality printed material and collateral.
- 8 Participate as a member of the Marketing project team and assist with various graphic design requests from various internal departments.

Other duties as required with respect to the scope of the position.

## COMPLIANCE AND LEGISLATIVE KNOWLEDGE

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- Comply with the DLGSC Code of Conduct;
- Comply with applicable DLGSC policies and procedures, WA Museum policies and procedures, and relevant appropriate legislation; and
- Meets Occupational Safety and Health, Equal Opportunity and other legislative requirements in accordance with the parameters of the position.

## WORK RELATED REQUIREMENTS

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### Essential

1. Demonstrated experience in developing high quality results focussed graphic design work.

2. Proven ability to work effectively within a team environment, to manage and deliver multiple graphic design requests from various stakeholders.
3. Well-developed organisational skills with the proven ability to work autonomously to deliver multiple projects within deadline.
4. Ability to use current graphic desktop publishing and graphic software packages including Adobe, Indesign Creative Suite, Illustrator and Photoshop.
5. Demonstrated creative ability in the production of graphic concepts, visuals and design.
6. Well-developed communication skills both written and verbal.
7. Demonstrate knowledge of pre-press requirements with working knowledge of digital colour management.
8. Understanding of the principles of Equal Employment Opportunity and Occupational, Safety and Health and their application in the workplace.

### **Desirable**

1. Tertiary qualifications in Graphic Design or related discipline.
2. Experience working in a museum or government sector design environment.
3. Previous experience in exhibition related graphics.

### **KEY RELATIONSHIPS/INTERACTIONS**

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Staff within the Marketing team and the Fremantle Museum and Business Development directorate

Internal staff including Exhibition and Design, Web, Venue Hire, Site Managers and members of the management team.

### **KEY CHALLENGES**

Capacity to manage multiple deadlines within tight deadlines and budgets.

### **SPECIAL CONDITIONS**

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#### **Appointment is subject to:**

1. Eligibility to Work in Australia.
2. Current (within 6 months) National Police clearance certificate.

#### **Training:**

1. Complete induction within three months of commencement.
  2. Complete any training specific to the role required by Departmental or WA Museum policy.
  3. Complete the Department's Accountability and Ethical Decision Making training within six months of appointment.
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