

## Position description – Graphic Designer

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### Job details

<b>Position number:</b>	7257	<b>ANZSCO:</b>	232411
<b>Classification:</b>	Level 5	<b>Business Unit:</b>	Member Experience
<b>Leadership Context:</b>	Personal Leadership	<b>Report to:</b>	Manager, Interactive Engagement and Communications
<b>Date updated:</b>	25 November 2025	<b>Direct Reports:</b>	Nil

### About the role

As an organisation, we incorporate our values into everything we do and support a diverse and inclusive work environment. We recognise that unique perspectives, ideas and contributions help strengthen and build our team, which ultimately benefits our members.

Reporting to the Manager, Interactive Engagement and Communications, you will be part of the Interactive Engagement and Communications team that sits within the broader Member Experience business unit. This business unit is responsible for delivering a positive member experience by providing members with information, products, and tools relevant to them wherever they are on their retirement journey.

The Graphic Designer is responsible for creating and delivering visually engaging design solutions across digital and print channels that communicate GESB's messages clearly and effectively. The role ensures all materials align with GESB's brand, tone of voice and accessibility standards, supporting a consistent and professional visual identity across all communications.

Working collaboratively with colleagues and stakeholders, the Graphic Designer develops and maintains design assets, templates and visual frameworks that enhance GESB's brand presence and support campaigns, publications, projects and other member and employer communications.

## Responsibilities

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The Graphic Designer:

### Leadership

- Ensures digital and print designs are aligned to GESB's brand, style guide, tone of voice and accessibility standards
- Supports the development of others to undertake based graphic design tasks
- Contributes to ongoing improvements in design quality, production and audience engagement through participation in team retrospectives, working groups and cross-functional initiatives
- Demonstrates a commitment to continuous learning and apply emerging best practices in graphic design
- Initiates and contributes to continuous improvement initiatives to uplift the ways of working for the team and the delivery of communications to target audiences

### Management and Support

- Manages end-to-end delivery of design elements for all digital and print communications materials to project requirements and deadlines
- Designs engaging print and digital materials including brochures, fact sheets, policy documents, Annual Report, PowerPoint presentations, websites, emails et al, effectively conveying messages or information through design
- Creates and maintains brand identities, including logos, colour schemes, and typography, to ensure consistency across all materials
- Creates and maintains design templates for GESB's communications including publications, PowerPoint presentations, emails, tables, graphs et al
- Manages GESB's visual guidelines ensuring ongoing modernisation aligned to brand and style
- Develops layouts, designs, and visuals for applications such as brochures, flyers and other print / electronic document material, websites/user interfaces, logos and branding materials, motion graphics and animation, social media graphics, publication and typographic design
- Applies appropriate fonts, typefaces, graphics and images to enhance readability, accessibility and visual appeal in design projects
- Edits images and photographs to fit the design context and improve visual impact
- Creates and develops PowerPoint templates ensuring ongoing modernisation aligned to brand and style
- Creates web graphics, banners, social media visuals, and email templates for online channels
- Develops custom illustrations, icons, and infographics to enhance visual storytelling
- Manages all brand reviews across the organisation and provide appropriate approvals as required
- Prepares final design files for printing or digital publishing, ensuring they meet industry standards and output specifications

### Communication and stakeholder liaison

- Collaborates with senior leaders, stakeholders and subject matter experts to understand their design needs and incorporate feedback into design concepts
- Provides advice to internal stakeholders on appropriate content formats and mediums for both print and digital material and selects tools, templates and standards appropriate for the audience

### Other accountabilities

- Maintains an awareness of contemporary issues and knowledge of relevant legislation, standards and best practice relevant to the role
- Promotes and models behaviour consistent with GESB's values, Code of Conduct and the WA Public Sector Code of Ethics
- Operates within GESB's Governance Framework, relevant policies and procedures, and other legislative requirements in accordance with the role
- Performs other duties as required that support GESB's operations and strategic priorities

## Leadership expectations

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At GESB, we believe all our people are leaders and displaying leadership behaviours in the context of your role helps us achieve our purpose, vision and mission, while building a positive and supportive workplace.

[Leadership Expectations](#) provide a clear explanation of the expected leadership behaviours for all employees.

The leadership expectation for this role is [Personal Leadership](#).

Leaders in this context make a direct and immediate difference to GESB. They work within a defined area of responsibility, and with personal accountability, to deliver results that support their team and the organisation to deliver our strategic objectives.

## Work related requirements

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- Tertiary qualification in graphic design, visual communication, or a related field, or equivalent relevant industry experience is required
- Strong design skills, including proficiency in graphic design principles, layout design, colour theory, typography, and the use of design software
- Knowledge of design software including Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Premier Pro and After Effects (or similar)
- Experience in using Microsoft Excel and InDesign (or similar) to accurately import and format financial tables maintaining accuracy, formatting integrity and compliance with brand and accessibility standards
- Strong organisational skills and ability to manage multiple tasks or content projects concurrently while meeting deadlines
- Proactive, with a willingness to learn and adapt to new tools, systems and design practices in a changing digital and regulatory environment
- Demonstrated experience in liaising and collaborating with a wide variety of internal and external stakeholders
- Previous experience working in superannuation, insurance, or financial services experience is desired, but not essential
- Previous knowledge or experience working with User Interactive (UI) design and corresponding software (such as Figma, or similar) is desired, but not essential

## Special requirements

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To be eligible for appointment to the **Western Australian public sector**, applicants must provide documentary evidence of their:

- **Date of birth**
- **Work eligibility in Australia:** Certificate of Australian citizenship, evidence of permanent resident status, an entitlement to live and work indefinitely in Australia (applies to permanent appointments) or temporary visa with entitlement to work (applies to fixed term appointments)
- **National Police Clearance:** applicants will be required to undergo a National Police Clearance at GESB's expense.
- **Essential qualifications:** as specified in the position description

## Acknowledgement of Country

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GESB acknowledges the Traditional Owners of the land on which we stand. We pay our respects to Elders past and present. Through the waters we wade, the air we breathe, the lands on which we live and travel, we honour the presence of these ancestors. It's because of their strength and resilience that we continue to stay strong and connected to their culture. Today we stand proud and continue to walk in the footsteps of their ancestors, the Whadjuk people of the Noongar Nation.