



Job Description Form

Senior Graphic Designer

Strategy and Organisational Performance

Position details

Classification Level: 5

Award/Agreement: Public Service Award 1992 / Public Service CSA Agreement
(and subsequent agreement/s)

Position Status: Permanent

Organisation Unit: Strategy and Organisational Performance, Strategic Communications

Physical Location: Perth CBD

Reporting relationships

Responsible to: 008949 Senior Project Officer – Level 6

This position: 023466 Senior Graphic Designer – Level 5

Direct reports: Nil

Overview of the position

The Strategy and Organisational Performance Division leads and manages all functions associated with the Office of the Director General, including organisational Strategy, Planning & Performance, Strategic Communications, Executive and Ministerial Services and Intergovernmental Relations. The division leads strategic initiatives, enhances organisational performance and provides advice to the Director General and Ministers on critical issues, opportunities, and risks. The Strategy and Organisational Performance Division has a critical role in the development, planning, prioritisation, delivery and evaluation of initiatives to enable whole-of-agency decision making and delivery of key government priorities and strategic objectives.

The Strategic Communications directorate ensures that our vision, priorities, and key initiatives are effectively communicated to stakeholders, government partners, and the public. This team leads communication strategies, manages media engagement, and delivers clear, compelling messaging that supports the department's objectives. Their work helps build trust, transparency, and engagement, ensuring our messages reach the right audiences in impactful ways.

The Senior Graphic Designer undertakes a pivotal role in shaping and maintaining the Department's visual identity, ensuring that all design outputs reinforce and elevate its public image and reputation. This position is responsible for delivering high-quality visual content, including creative concepts, layouts, and publications that support both internal communications and external engagement.

The role encompasses the production of corporate publications, digital content, signage, and print-ready artwork, while ensuring consistency with the Department's Style Guide and Government requirements. With expertise in Adobe Creative Suite and strong organisational skills, the role collaborates with internal and external stakeholders, including photographers, production houses, and printers, to produce visually compelling materials that align with the Department's communications objectives.

This role requires a creative and strategic thinker with exceptional design skills, a keen eye for detail, and the ability to manage multiple projects in a dynamic environment.

Job description

As part of the Strategic Communications team, the successful applicant will be expected to:

- Work to improve communication and model integrity and respect in all interactions.
- Operate within the Department's Corporate Governance Framework, policies and procedures and ensure effective transparency and accountability of all Department activity.
- Operate within the chain of command to coordinate activities required to meet the Department's strategic objectives.
- Work collaboratively to achieve common goals and best practice and facilitate business improvements as appropriate.
- Facilitate cultural and management reforms within the Department through leadership and engagement.
- Represent the Department's interest on committees and working groups as required.

Role specific responsibilities

- Design and develop creative concepts, layouts and designs for internal and external audiences, including artwork, graphics, publications, presentations, digital illustrations, social media content, posters, signage and digital communications, as well as advertising, websites, display material and other communication tools, ensuring all deliverables are completed within established timeframes and deadlines.
- Produce corporate material such as desktop publishing, print-ready artwork, video graphics for digital, video and print formats.
- Provide publication services including input into production and delivery of the Office's publications and promotional material, considering the target audience and ensuring all materials are accurate, of a high quality and consistent with the Office's style guide and government requirements.

- Update and maintain the Department's Style Guide and ensure the Department's corporate image is maintained, and all communications are presented in a professional and appropriate way.
- Contribute to the conceptualisation, development, implementation, and management of strategic communications initiatives.
- Undertake design tasks using a broad range of industry-standard applications, including Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro),
- Liaise with external stakeholders including representatives from design and print industries such as photographers, production houses, creative agencies and printers.
- Manage multiple design projects simultaneously, ensuring deadlines are met and priorities are balanced.
- Contribute to the achievement of corporate objectives through communications projects and stakeholder interactions in a professional, collaborative and timely manner.
- Collaborate and consult with Department staff and advise and prepare information, reports, editorial and promotional material for print, display purposes and digital distribution.
- Provide support to the team with monitoring and evaluating information relating to the Department, including media reports, public feedback and external stakeholder communications.
- Maintain up-to-date knowledge of trends and best practice in graphic design.
- Develop creative concepts, design briefs, and communication materials for a wide range of audiences including Culturally and Linguistically Diverse groups and Aboriginal communities, through effective collaboration with internal and external stakeholders.
- Other duties as required in accordance with strategic objectives, business plans, team workload priorities and performance management plans.

Job related requirements

In the context of the role specific responsibilities, the ability to demonstrate the following skills, knowledge and experience.

Shapes and Manages Strategy

The ability to; understand the Department's objectives and links to the whole-of-government agenda, understand the strategic direction and objectives of the business unit and the factors that may impact on work plans and operational goals, draw on information from a range of sources and use judgement to analyse findings, work within agreed guidelines to make decisions and to incorporate outcomes into work plans are important for this role.

Achieve Results

The ability to; assess project and program performance, identify areas of improvement and suggest changes to ensure positive outcomes, demonstrate flexibility and cope with day-to-day changes in priorities, support projects to completion and a focus on quality in all areas of work are fundamental to this role.

Builds Productive Relationships

The capacity to; network effectively to build and sustain relationships with key stakeholders, team members and other staff in the agency, consult and share information with the team and seek input from others where necessary, encourage contribution and engagement, recognise different views and to ensure that stakeholders are kept informed as appropriate are requirements for this role.

Exemplifies Personal Integrity and Self-Awareness

A commitment to; adhere to the Code of Conduct in all interactions, maintain a high level of personal commitment to integrity, professionalism, probity and personal development, take responsibility for completion of works within timeframes and takes the initiative to progress work when required. Acknowledge mistakes and learn from them and seek guidance and advice when required. Engage with risk by providing impartial and clear advice, seeking guidance when required, identifying and/or reporting potential risk issues to supervisor.

Communicates and Influences Effectively

A demonstrated ability to; present messages confidently and persuasively and to actively listen, understand and adapt communication styles to suit a range of audiences, listen to differing views and opinions and develop persuasive counter arguments are requirements for this role.

Role Specific Criteria

- Demonstrated graphic design skills and experience in developing concepts and design briefs for a range of communication materials to support the purpose and direction of projects and provide design updates at key milestones throughout each project.
- Demonstrated experience in developing new designs and effectively adapting existing visual assets across a variety of communication channels
- Demonstrated experience in designing and developing corporate materials and publications for a range of audiences using contemporary graphic design software, including Adobe Photoshop, InDesign, Illustrator and Premiere Pro.

Desirable skills

- Demonstrated ability in photography.

Special requirements/equipment

- The position holder must hold a current and valid 'C' or 'C-A' class driver's licence or equivalent.

Certification

The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the job.

Director General

Signature: _____ Date: January 2026

HR certification date: January 2026