



Graphic Designer

Branch:	Communications
Directorate:	Office of the Director General
Position Number:	00023432
Classification:	Level 3
Physical Location:	140 William Street, Perth
Award/Agreement:	Public Service Award & Public Service and Government Officers CSA General Agreement

Department of Transport's vision is to have the best integrated and intelligent transport services and solutions for the State. We provide and enable safe, accessible and efficient movement for the economic and social prosperity of Western Australia.

The Department forms part of the Transport portfolio and includes Main Roads WA and the Public Transport Authority.

Our Values:

We welcome [*Fresh Thinking*](#) and finding better ways of working

We set [*Clear Direction*](#) and have the courage to follow through

We work together to deliver [*Excellent Service*](#)

We make things happen through our [*Great People*](#)

Department of Transport (DoT) is an equal opportunity employer and embraces diversity as we believe the best services come from a workplace in which varied viewpoints are welcomed and encouraged.

Overview of Directorate

The Office of the Director General (ODG) is responsible for communications, Ministerial liaison, governance and audit within the DoT, and also provides executive, governance and strategic support to the Director General, DoT's Corporate Executive, the Transport Portfolio agencies and the Office of the Minister for Transport.



Overall Purpose of the Role

The Graphic Designer's role:

- To assist in the dissemination of key Departmental messages and information through the medium of graphic design, tailoring materials to suit the specific needs of the audience.
- To contribute to the Department's reputation in the community as a professional, organised and authoritative information source, by producing written and online materials of a consistently high standard.

Work Description

- Provides production services including concept creation, graphic design, print-ready artwork and photography for a broad range of hardcopy and digital communications materials.
- Works with and adapts existing graphic design concepts, ensuring they are fit for purpose and consistent with branding guidelines.
- Responsible for the coordination and adherence to the Department's Style Guide and whole of Government Style Guide policies and procedures.
- Receives graphic design briefings from the Communications teams and works collaboratively with them to deliver custom products for the relevant business unit.
- Develops and quality controls all publications to a consistent and high standard.
- Prepares and coordinates production of all requested communications material, liaising with external suppliers as required.
- Supports the eCommunications team with graphic design and online publishing requirements.
- Provides the Communications team with other communication activities as required.
- Undertakes other duties as and when instructed by the Senior Communications Consultant and Manager Communications.



Work related requirements

The following criteria are to be applied within the context of this position, which includes alignment to the Department's values.

Criteria

ESSENTIAL:

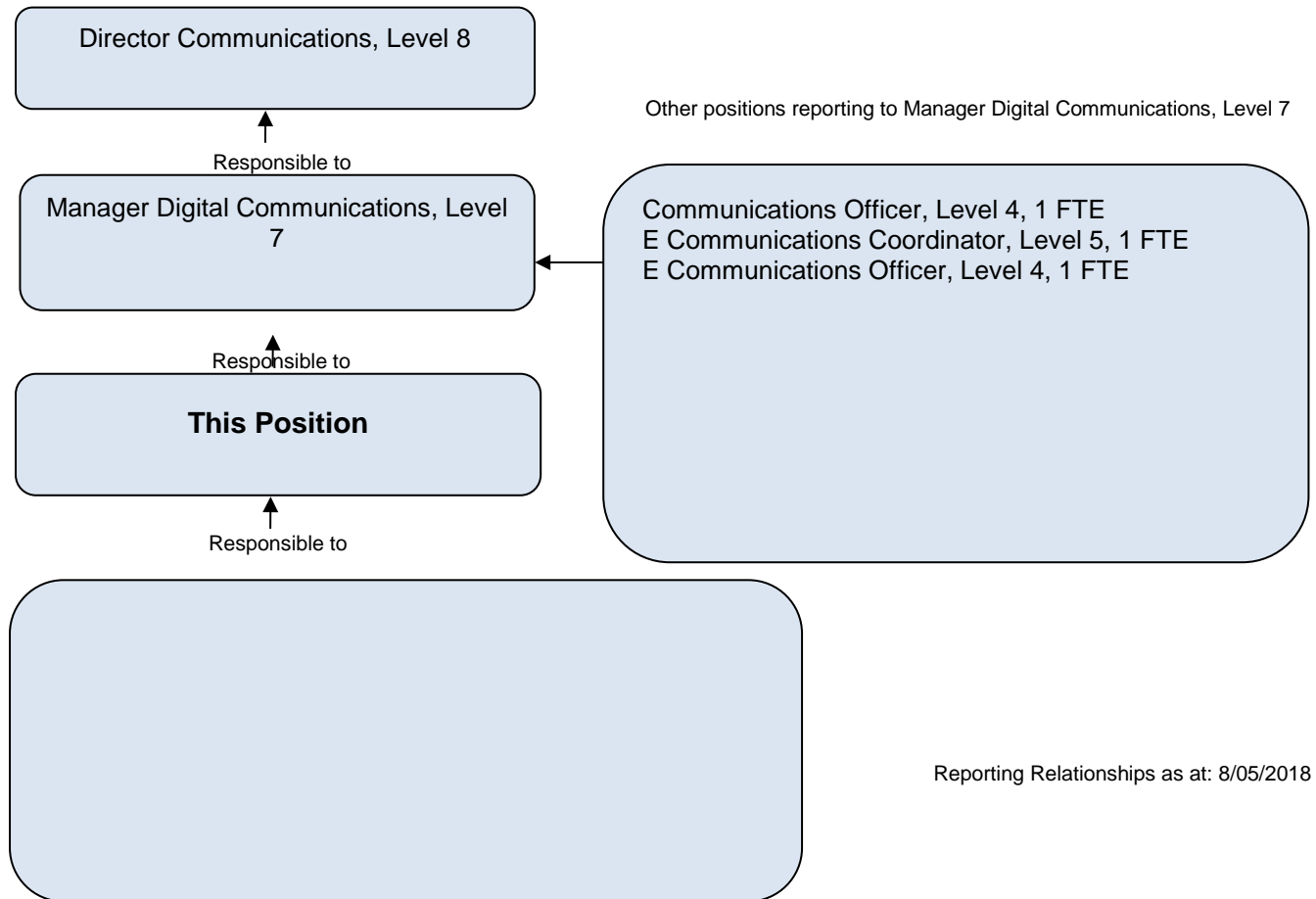
1. Experience in graphic design and conceptual skills for traditional print, electronic and online media including website, social media, online promotional materials and photography from concept to production.
2. Experience in the use of industry-standard design software packages such as, but not limited to, Adobe suite of products, particularly InDesign, Illustrator and Photoshop.
3. Strong time management and organisational skills, and the capacity to undertake and self-manage project work, and meet strict timelines while maintaining attention to detail.
4. Well-developed verbal, written and interpersonal communication skills, together with the ability to liaise and engage with a diverse range of internal and external stakeholders.

DESIRABLE:

1. Experience with a website content management system.



Reporting Relationships



Allowances/Special Conditions

NIL

Certification

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

**Executive Director
People and Organisational Development**