



# JOB DESCRIPTION FORM

## SECTION 1 – OFFICE IDENTIFICATION

EFFECTIVE DATE OF DOCUMENT: 01/05/2019

<b>ORGANISATION:</b> Department of the Premier and Cabinet
<b>DIVISION:</b> State Services Division
<b>BRANCH:</b> Communications
<b>SECTION:</b>

<b>CLASSIFICATION:</b> Level 5	<b>POSITION NUMBER:</b> DPC19024
<b>TITLE:</b> Senior Graphic Designer	
<b>AGREEMENT/AWARD:</b> Public Service and Government Officers General Agreement	
<b>LOCATION:</b> West Perth	

## SECTION 2 – REPORTING RELATIONSHIPS

<p><b>MANAGER</b> Level 8</p>
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Other offices reporting to this office	
Title	Level
Communications Officer	4



<p><b>SENIOR GRAPHIC DESIGNER</b> Level 5</p>
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Officers under direct responsibility	
Title	Level



## SECTION 3 – KEY RESPONSIBILITIES

The Senior Graphic Designer designs, develops and produces creative concepts and design briefs as well as provide publication services for departmental communications, publications and other corporate materials. The Senior Graphic Designer will liaise with senior management and internal stakeholders in relation to the planning, development and implementation of communication initiatives, issues and strategies as well as provide strategic design advice when developing and preparing materials for the department. The role includes providing high end digital photography, video production and sound recording for use in communications, publications and internal and external websites.

## SECTION 4 – STATEMENT OF DUTIES

### Summary of Duties

#### Details

##### **Coordination, preparation and production of publications**

Designs and develops creative concepts and design briefs for departmental communications for internal and external audiences including publications, advertisements and corporate material such as desktop publishing, print-ready artwork, photography and video production and sound recording for both digital and print formats.

Provides publication services including managing and coordinating the production and delivery of the Department's publications and promotional material, taking into account the target audience and ensuring all materials are accurate, of a high quality and consistent with the Department's style guide and government requirements.

Maintains a digital archive of photographs and published material, ensuring that artwork and images are stored in accordance with Departmental policy.

Provides advice and coordinates the procurement process for the provision of publication consultants and services as well as equipment as required.

Contributes towards the conceptualisation, development, implementation and management of strategic communications and public relations strategies.

Undertakes design tasks using Adobe Creative Suite Software (including InDesign, Photoshop, Illustrator and Acrobat).

##### **Communication and stakeholder management**

Liaises with and provides strategic advice to senior management and internal stakeholders in relation to the planning, development and implementation of communication initiatives, issues and strategies, ensuring feedback is implemented when developing department communications and publications.

Liaises with external stakeholders including representatives of the design and print industries such as graphic designers, photographers and printers.

Participates in the pre-publication meetings to plan and implement communication strategies.

##### **Internal communications**

Assists the Manager Communications with the development of internal communication plans and develops internal communication materials in line with communication strategies, plans and event requirements.

##### **Other**

Maintains up-to-date knowledge of trends and best practice in graphic design

Undertakes other duties as directed by the Manager Communications and in accordance with strategic objectives, business plans, work plans and performance management plans.

## SECTION 5 – SELECTION CRITERIA

### Essential

#### **Shapes and manages strategy**

Demonstrated experience in developing concepts and design briefs for a range of communication materials to support the Department's purpose and direction. Demonstrated ability to understand project objectives and work together with internal stakeholders within agreed guidelines to achieve positive outcomes.

#### **Achieves results**

Proven experience in designing and developing corporate publications for a range of audiences using contemporary graphic design software including Adobe Photoshop, Adobe InDesign and Adobe Illustrator. Demonstrated experience in the use of audio-visual equipment, knowledge of lighting techniques for still photography and knowledge of contemporary sound and editing software.

Demonstrated ability to work independently, and as a team, to agreed priorities and outcomes and be responsive in changes in requirements. Demonstrate flexibility and cope with day-to-day changes in priorities and deadlines.

#### **Builds productive relationships**

Demonstrates good interpersonal skills and the ability to build and maintain good relationships with internal and external stakeholders. Demonstrates capacity to effectively network and build relationships both internally and externally, consult, share information and seek constructive feedback from others where necessary. Demonstrated ability to ensure necessary staff are kept informed as appropriate.

#### **Exemplifies personal integrity and self-awareness**

Exhibits a high commitment to personal integrity, professionalism and adheres to the Code of Conduct in all interactions. Takes responsibility for completion of work within timeframes and shows initiative to progress work when required. Acknowledges mistakes and learns from them, seeks guidance and advice where required and takes on feedback in a positive manner. Provide clear advice on potential risk issues to manager.

#### **Communicates and influences effectively**

Well-developed communication skills with demonstrated ability to receive and provide accurate design briefs.

Demonstrated ability to proof, edit or write content for corporate promotional material such as websites, corporate newsletters and publications, display material and other communication media and present materials to suit a range of audiences.

### Desirable

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**SECTION 6 - CERTIFICATION**

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

**BRANCH/DIVISION HEAD**

**DIRECTOR GENERAL**

**SIGNATURE:** \_\_\_\_\_

**SIGNATURE:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

As Manager I have reviewed the statement of duties and agree this is a current and relevant document.

<b>NAME</b>	<b>SIGNATURE</b>	<b>DATE</b>	<b>INITIALLED BY HRSB</b>

As the Employee I have reviewed the statement of duties.

<b>NAME</b>	<b>SIGNATURE</b>	<b>DATE</b>	<b>INITIALLED BY HRSB</b>