

Job Description Form



Senior Digital Designer - Level 5 (DPC23002)

16 January 2023

Division/Directorate

State Services

Branch/Section

Communications and Media Unit

Reports to

Manager Communications and Media

Supervises

Nil

Operational Context:

The Communications and Media Unit provides strategic and corporate communications and media services to the Department, Ministerial Offices, and other Government agencies across a range of functions including internal and external communications and engagements, Ministerial media statements and distribution, Ministerial media conferences, media monitoring, production of the Government Gazette, and whole-of-Government compliance advice for Government campaign advertising and common badging.

Role Overview:

The Senior Digital Designer works closely with the Digital Design Lead to produce digital and print design deliverables for the Department, including contemporary delivery of graphics for a variety of mediums and platforms, with a focus on online and social media, as well as videography and photography. The position supports the Digital Design Lead in brand management and delivery of audio-visual and videography services for Ministerial media conferences and videos.

Role Responsibilities:

- Working closely with the Digital Design Lead, designs engaging digital and print materials for the Department, including videography, animation, photography, and graphics for a variety of outputs such as publications, presentations, websites, events and social media.
- Assists the Manager Communications and Media and Digital Design Lead with the development of digital design aspects of internal and external communications plans and strategies in line with strategic objectives and briefs set by internal and external stakeholders.
- Supports brand management and ensures digital content adheres to the Government and Departmental Style Guides.
- Supports the start-to-end delivery of digital and print communications materials, including liaison with senior officers and design and print service providers on requirements and delivery timeframes.
- Supports continual improvements in the Department's digital communications, including enhancements to website, intranet and social media outputs, by maintaining contemporary knowledge of trends and best practice in digital design, graphic design and considerations of the end user experience.
- Supports operation of the Dumas House media room and audio-visual production for Ministerial media conferences and videography, including live camera operation, audio production and television lighting.
- Helps to maintain a digital stock library for videos and publications, including an archive of photographs and design work, stored in accordance with Departmental policy.
- Supports the provision of expert advice to Government agencies in relation to the Common Badging Guidelines and requirements around it's the usage of the State Coat of Arms.
- Contributes to training activities for staff as required to support their use of digital communications technologies and online content management systems.

Corporate Responsibilities:

- Contributes to the achievement of corporate objectives by ensuring that stakeholders are dealt with in a professional and timely manner.
- Works within corporate policies and procedures, acts with integrity and demonstrates ethical behaviours aligned with the Department Code of Conduct.
- Performs other duties as directed.
- Takes reasonable care to protect your own safety and health at work, and that of others by co-operating with the safety and health policies and procedures of the Department and complying with all provisions of the *Work Health and Safety Act 2020*.

Role Specific Requirements and Capabilities

(The experience, qualifications and behaviours required to fulfil the role)

Shapes and manages strategy

Demonstrated experience in delivering quality digital and graphic design materials to support strategic objectives and ensure delivery of information suits and engages the target audience. Helps to guide scope of materials to ensure effective outputs can be delivered to deadline.

Achieves results

Proven experience in producing digital and print design products, videography, photography and graphics for a range of communication mediums and platforms, including websites, social media, presentations, publications and events. Demonstrated high level experience with contemporary graphic design software including Adobe Creative Cloud, as well as experience in the use of audio-visual equipment for video production and post-production.

Builds productive relationships

Demonstrated ability to coordinate work with team members to achieve shared positive outcomes. Exhibits sound interpersonal skills that work to maintain good working relationships with internal and external stakeholders, including seeking constructive feedback from others where necessary.

Exemplifies personal integrity and self-awareness

Demonstrated ability to work independently and in coordination with a team. Exhibits commitment to personal integrity, professionalism and adheres to the Code of Conduct. Takes responsibility for completion of work within timeframes, remaining responsive and flexible to changes in priorities.

Communicates and influences effectively

Well-developed communication skills with demonstrated ability to offer design advice and accurately interpret design briefs. Demonstrated ability to present information visually for a range of purposes and audiences including digital and printed material, publications, websites, presentations and social media.

Pre-Employment Requirements

To be eligible for permanent appointment to the Department, employees must be eligible to live and work in Australia indefinitely. Employees engaged on fixed term appointments require a valid work visa for the duration of the entire employment contract.

Appointment is subject to:

- 100-point identification check; and
- Criminal Records Screening Clearance

Certification

DDG Signature:

People Services:

Date:

Date: