



Position Description

Position Title:	Graphic Designer	Classification Level:	4
Position Number:	00032040	Reports to:	00031624 Assistant Director, Strategic Communications, L8
Directorate:	Customer Experience and Strategy	Supervises:	0 FTE
Branch/Section:	Strategic Communications	Location:	Perth Metropolitan Area

Our Vision

We serve Western Australia to deliver what is needed today to achieve a better tomorrow

Our Purpose

To lead and deliver services on behalf of the Government and for the benefit of the community



Empathy Collaboration Growth Clarity

Our Values

Our values define who we are, how we communicate, interact, develop and work together. Our values underpin everything we do.

Our values are **Clarity, Empathy, Collaboration** and **Growth**.

As a central government agency with a State-wide presence, Finance leads and delivers services to the Government, public sector agencies and the community, and places customers at the centre of its focus.

Services include strategic policy advice, building and managing major community infrastructure and government office accommodation, leading, and supporting government procurement, collection of revenue and administration of grants and subsidies, and delivery of corporate services.

Role summary

The Graphic Designer is Finance's brand custodian, responsible for designing, developing and producing high-quality, communications materials to a broad range of audiences (including those with accessibility requirements) across various mediums including but not limited to website, intranet, social media and print platforms.

The Graphic Designer ensures we project a consistent and professional corporate image by coordinating, developing and publishing effective and engaging visual assets. The role promotes innovation and consistency through consultation and the provision of advice to internal and external stakeholders on the design and production of online and print publications, promotional material and branding application.

Your responsibilities

The successful applicant will be expected to:

Best Place to Work

- Contribute to an innovative, customer focused, high performing and values-led organisational culture.
- Contribute to an environment that enables staff to share information with customers and deliver communications that aligns with Finance's objectives.
- Incorporate Finance's values in all interactions to support an innovative, customer focused, high performing and values-led organisational culture.
- Understand and consider team objectives, and customer needs in work activities to inspire excellence.
- Use resources efficiently and effectively.
- As a member of the Strategic Communications team, demonstrate initiative and be accountable for your work outputs.
- Be open to coaching, feedback and capability building; and take initiative in personal growth and development.

Customer Centric

- Work proactively with customers to enable the delivery of relevant, contemporary and professional services and governance.
- Work collaboratively to achieve common goals, best practice and contribute to continuous business improvement and innovation.
- Ensure meaningful and appropriate communication with all customers and stakeholders.
- Assist and support team leader to develop and implement practices that deliver customer centric services required in an ever-changing environment.
- Regularly confirm expectations to ensure that deliverables are high-quality, fit-for-purpose and aligned with team objectives.

Outcomes Focused

- Conceptualise, interpret and present complex and technical information in a suitable visual form to broad audiences.
- Use Adobe InDesign, Photoshop and Illustrator to create, develop and publish communications and marketing materials suitable for various mediums including but not limited to digital and print.
- Design and develop accessible print and digital publications, artwork and other graphic design assets for use in social media, corporate websites and events.
- Prepares copy and coordinates production of hard and soft copy publications.
- Provide specialist advice on the design and production of online and print publications, promotional material and branding to both internal and external stakeholders.

- Manage Finance’s digital and archived image and video libraries.
- Assist in the presentation and coordination of corporate events and promotional opportunities.
- Assist with the development and implementation of digital marketing strategies, policies, procedures and programs to meet Departmental objectives and achieve a coordinated and integrated approach across the Department.
- Perform other duties as directed.

What you need to bring to this role

To be read in the context of the preceding sections of this document. A clear demonstration of how you align with Finance’s values is a prerequisite for appointments.

Essential

Shape and Manage Strategy

You will have demonstrated experience in designing, developing and delivering high-quality visual materials with an understanding of accessibility.

You will have demonstrated creative ability in the production of graphic concepts, visuals, design and delivery for print and digital platforms plus experience and proficiency using Adobe InDesign, Photoshop and Illustrator.

You will have sound analytical and problem-solving skills with the ability to demonstrate how your own work contributes to the achievement of organisational goals.

Achieve Results

You will deliver on plans and timeframes; and identify risks to achieve quality outcomes to suit individual client and business requirements.

You will meet deadlines with high-quality outputs while balancing competing demands from various stakeholders.

You will have sound organisational skills with the ability to manage diverse workload and mitigate risks to achieve quality outcomes that address individual client/business requirements.

Build Productive Relationships

You will have demonstrated ability to work collaboratively and inclusively to build effective relationships and support a positive team environment.

Exemplify Personal Integrity and Awareness

You will have demonstrated self-awareness, accountability and commitment to support departmental values in delivering quality outcomes.

Communicate and Influence Effectively

You will have sound communication, interpersonal skills and the ability to deliver a customer-centric service.

Desirable

Possession of or progression towards tertiary qualifications in Graphic Design or a related discipline. Experience in animation, videography, Content Management Systems and Google Analytics.

Pre-employment requirements

Australian Permanent Residency status is a minimum requirement for permanent appointment to the WA Public Sector. However, for appointment on a fixed term contract or casual basis, applicants only require a valid Work Visa for the duration of the entire advertised term.

Appointment is subject to:

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

Special equipment/requirements

Nil

Certification

Verified by: Senior HR Consultant, September 2023

Classification Evaluation Date: March 2021