

## JOB DESCRIPTION

### Graphic Design & Digital Support Officer

<b>Level:</b>	Level 3
<b>Position Number:</b>	40000628
<b>Location:</b>	Geraldton, Northam or Kalgoorlie
<b>FTE:</b>	1.00
<b>Division:</b>	Client Experience
<b>Branch:</b>	Student Support Services
<b>Agreement:</b>	Public Sector CSA Agreement 2022 ( <i>and subsequent agreement/s</i> )
<b>Award:</b>	Government Officers' Salaries Allowances and Conditions Award 1989

## ABOUT THIS POSITION

This position is part of our Client Experience Division which manages the College's Student Services, Student Business Systems and Academic Quality functions. Excellence in customer experience is core to the team's function of supporting the delivery of contemporary training.

The Graphic Design & Digital Support Officer's key role is to support internal and external client engagement, marketing the College using digital platforms ranging from CRM, to the College website and social media. This role is also responsible for the graphic design of marketing collateral, creating visually appealing and engaging content for a variety of mediums.

## POSITION'S RELATIONSHIPS

### THIS POSITION REPORTS TO:

Team Leader Marketing	Northam	Level 5
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### OTHER POSITIONS REPORTING TO ABOVE POSITION:

Digital Media Officer	TBC	Level 4
Events & Communications Officer	TBC	Level 4

### OFFICERS UNDER DIRECT RESPONSIBILITY:

Nil

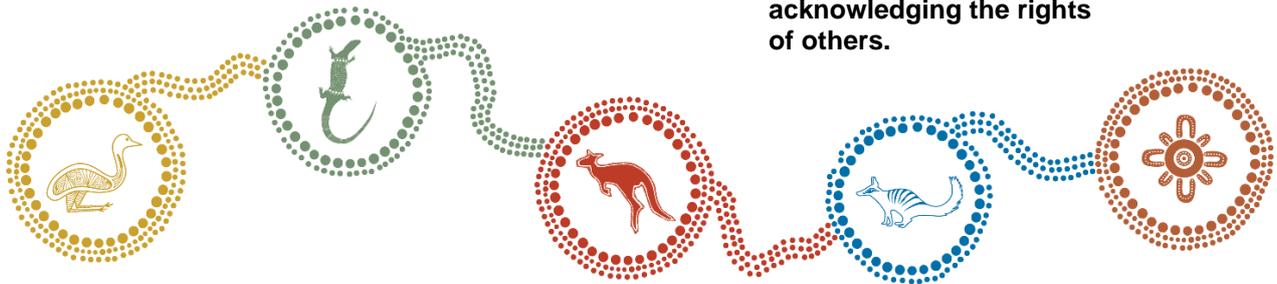
## OUR VALUES

### INTEGRITY

We are genuine, honest, and apply high ethical standards.

### RESPECT

We treat everyone fairly, valuing the difference between people, taking their preferences into consideration, and acknowledging the rights of others.



### COLLABORATION

We work together as a team and communicate openly and honestly with each other. When one does well, we all do well.

### INNOVATION

We have a 'can do attitude' and seek solutions that are imaginative, championing flexible thinking and approaches.

### COURAGE

We respond to challenges, take appropriate risk and accept responsibility for our actions. We are resilient and positive and show trust in each other.

## KEY ROLE INFORMATION

### KEY RESPONSIBILITIES OF THE POSITION:

- Graphic design work for print, electronic and online media.
- Supports the development of web content, web pages, social media posts and other online promotions.
- Quality assures marketing and promotional materials.
- Assists with the production of College publications such as flyers, invitations, documents and brochures.
- Drives internal and external client engagement systems.
- Supports events and functions.
- Liaises with third party providers.
- Contributes to and assists with implementing the Strategic Marketing Plan.
- Other duties as directed within scope and competence.

## SELECTION CRITERIA

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The selection process includes assessing applications against the responsibilities, and the role specific requirements of the position, within the context Personal Leadership and the ability to demonstrate and apply the expected leadership behaviours.

### ESSENTIAL:

- Well-developed graphic design skills, with sound knowledge and experience in using Adobe Creative Cloud programs.
- Demonstrated experience in maintaining websites and other digital media platforms for marketing and promotional purposes.
- Sound organisational skills with a demonstrated ability to prioritise work, meet deadlines and achieve objectives.
- Strong written, verbal and interpersonal communication skills with the ability to work effectively with clients and individuals at all levels.

### DESIRABLE:

- Experience in assisting with events coordination.
- Basic proficiency in photography and video editing.

## OTHER REQUIREMENTS

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- May be required to work from any College campus, travelling to regional locations for events and other activities.
- Possession of a C or C-A Class Driver's Licence.
- A successful criminal record screening clearance (Nationally Coordinated Criminal History Check – Department of Education).

## CERTIFICATION

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The details contained in the document are an accurate statement of the position's responsibilities and requirements.



Joanne Payne  
Managing Director

12 March 2024

## LEADERSHIP CONTEXT

We believe all our people are leaders irrespective of their role. We consider this as critical to our success and, to support this, we have adopted [Leadership Expectations](#) which provides a common understanding of the mindsets and expected behaviours required of all our employees and the public sector.

THE LEADERSHIP CONTEXT FOR THIS ROLE IS: PERSONAL LEADERSHIP.

Leadership Expectations provide a clear understanding of expected leadership behaviours for all public sector employees in different contexts. The expected behaviours (see below) should be demonstrated in the context of Personal Leadership for this position.

<b>Lead collectively</b>	You acknowledge the relationship between your work and the value it contributes to your team. You understand the College's objectives and can express how your work relates and contributes to achieving operational excellence.
<b>Think through complexity</b>	You think through complexity by following set procedures and applying your knowledge, skills and experience to identify problems as they arise. You use information and analysis to initiate problem resolution and seek guidance as necessary.
<b>Dynamically sense the environment</b>	You engage in your work environment with a positive and open mind, acknowledging that your approach may not be the only effective approach. You seek to understand issues and problems before reacting and discuss them thoughtfully with your team.
<b>Deliver on high leverage areas</b>	You identify the tasks and priorities of your work that are in line with the priorities of your team. You reschedule and reprioritise your work on a daily basis with guidance if necessary to reflect changes in your team environment.
<b>Build capability</b>	You actively contribute to the development of your team's capability, ensuring you support your team members.
<b>Embody the spirit of public service</b>	You promote and show respect for the College in completing your tasks and recognise that your interactions and service delivery have a direct impact on the reputation of the College.
<b>Lead adaptively</b>	You are continually learning and adjusting your approach to be effective in the changing work environment.

The Government of Western Australia acknowledges the traditional custodians throughout Western Australia and their continuing connection to the land, waters, and community. We pay our respects to all members of the Aboriginal communities and their cultures, and to Elders both past and present.