

Graphic Designer Communications

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| Position number | 00042986 |
| Agreement | Public Sector CSA Agreement 2021 or as replaced |
| Classification | Level 5 |
| Reports to | Manager, Campaigns and Projects (Level 8) |
| Direct reports | Nil |

Context

The Communications directorate works to ensure all our activities enhance the image and reputation of the Department and promote Western Australian Government initiatives in education. We do this by providing a range of services to all areas of the Department including:

- internal and external communications
- communications campaigns and strategies
- brand management
- strategic communications advice
- media strategy and management, stakeholder engagement and relationship management
- public relations and marketing activities for a wide range of programs and audiences.

Campaigns and Projects

The Campaigns and Projects team are the campaign strategists, and creative and implementation experts within Communications. The team provide high level corporate communications, public relations and marketing strategies and services for the department, including:

- planning and delivering communication projects, products, campaigns and events
- brand management
- product, campaign and events policy and advice
- high level public relations and marketing advice to schools
- research of best practice to bring about behaviour change.

The Campaigns and Projects team work collaboratively across the entire department in the delivery of projects, campaigns and events to deliver outcomes that meet the needs of the business unit and directorate. The Branch ensures all activities are designed to enhance the brand, image and reputation of the Department and promote Western Australian Government initiatives in education. The expertise in this branch works with Minister's office to deliver campaigns. This area drives creativity and innovation working alongside their directorate colleagues.

Visit education.wa.edu.au to find out more information about the Department of Education.

Key responsibilities

- Coordinate graphics and design projects, including concept designs, layouts, graphics, publications, social content, posters, signage and digital communications.
- Work collaboratively across the directorate to produce corporate material such as desktop publishing, print-ready artwork, grading and selection of photography, video graphics for digital, video and print formats.
- Prepare a wide range of communication materials and provide advice and publication services to deliver productions suited to target audience.
- Ensure all materials are accurate, of a high quality and consistent with the Department's style guide and government requirements, including accessibility guidelines in both print and digital.
- Maintain the Department's Branding Style Guide and digital archive (photographs and published materials), ensuring Department's corporate image is maintained.
- Participate in working groups/teams to support communication project development, delivery and evaluation.
- Maintain awareness and understanding of trends, issues and priorities impacting the department.
- Ensure effective sharing of information and skills, supporting collaboration, communication and connection across the team and directorate.
- Liaise with external stakeholders, including representatives of the design and print industries such as photographers, production houses and printers.
- Support training on Education brand and style guides across the department.

Selection criteria

Job Specific

Demonstrated graphic design skills and experience, including 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 and knowledge of lighting techniques for still photography and contemporary sound and editing software, including Premiere Pro.

Demonstrated well developed writing skills.

Project Management

Considerable experience managing straightforward projects, or components of larger projects, with the ability to prioritise work and deliver agreed outcomes.

Communication / Stakeholder Engagement

Well-developed interpersonal and communication skills with the ability to build and maintain stakeholder relationships in a dynamic environment.

Critical thinking / Problem solving

Well-developed research, analytical and problem-solving skills with the ability to develop innovative solutions and provide recommendations to complex problems aligned to strategic direction.

Team

Proven ability to work collaboratively, contribute to the achievement of team outcomes and share expertise.

Eligibility and training requirements

Employees will be required to:

- obtain a current Department of Education Criminal Record Clearance prior to commencement of employment
- obtain or hold a current Working with Children Check
- complete the Department's induction program within 3 months of commencement
- complete any training specific to this role required by Departmental policy
- complete the Department's training in Accountable and Ethical Decision-Making within 6 months of appointment
- complete the Department's Aboriginal and Torres Strait Islander cultural awareness online course within 3 months of commencement.

Certification

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

ENDORSED

Date 27 September 2022
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