

Palmerston North City Council Job Profile



Position Title	Graphic Designer
Reporting to	Head of Brand and Marketing
Unit	Marketing & Communication
Date last updated	October 2019

Values

We are committed to fostering an environment where our values of Trust, Worth, Service, and Transformation form the cornerstones of our interactions with each other and the city we serve. We believe it is essential to treat each other with respect and dignity, take responsibility for own actions, and have a positive, friendly, and professional approach.

Context

The Marketing and Communications Unit of the Palmerston North City Council creates, manages and delivers all marketing, communications and events requirements for the Palmerston North City Council. The unit services the needs of many and varied stakeholders both internal and external to the council itself.

Main Purpose

This role provides clear, compelling and highly professional design services to the Council and other organisations in a customer focused and timely manner.

Key Areas of Responsibility

- Produce creative design solutions for Council communications including publications, brochures, flyers, annual reports, signage, print and digital advertising and branding to a professional standard.
- Provide sound design, printing and electronic publication advice to customers as required.
- Co-ordinate the printing and publication of jobs as required for different projects.
- Assist with design of website and other digital media (eDMs, social media banners) as required.
- Assist with pre-press, digital printing and finishing when required.
- Monitor and maintain the Council's brand identity.

***Please note:** Key areas of responsibility are likely to develop and change over the course of an employee's tenure at Council as the employee grows in skills and competencies. These key tasks and areas of responsibility are not an exhaustive list, nor will they remain static. The annual Performance, Planning and Evaluation (PPE) will supersede this job description. In addition, employees may be asked to do tasks outside of this description as and when required.*

Key Relationships

Internal:

- Marketing advisors
- Communications advisors
- GM Marketing & Communications
- PrintSynergy

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- All Council staff members

External:

- External Clients
- Suppliers e.g. external printing companies

Typical knowledge, skills, and attributes:

Knowledge (*qualifications and experience*)

- A tertiary qualification in Graphic Design.
- 5 or more years' experience in a similar role.
- Current NZ drivers licence.
- The ideal candidate will have detailed knowledge of design principles for both print and online output.

Skills and Attributes

- You must be proficient in MAC and Adobe Creative Suite CC, have advanced skills in InDesign and a strong attention to detail.
- Full working knowledge of Adobe Creative Suite Software (Photoshop, Illustrator, InDesign, Acrobat).
- Familiar with Microsoft Office 365
- Knowledge of website content management, digital online advertising, creating EDMs and interactive forms
- Understanding of, and experience in corporate branding, layout, colour theory and typography in both print and digital media.
- Ability to effectively manage multiple projects/tasks of varying complexities, meet deadlines and work well under pressure whilst maintaining professionalism both in manner and delivery of work.
- Ability to work with a large variety of clients.
- Excellent organisation and communication skills.
- A proven ability to layout large documents such as Annual Reports and Annual Plans.
- Proofreading to produce accurate and high-quality work.
- A confident ability in preparing files for digital and offset printing and a working understanding of these processes.
- High degree of initiative with the ability to work autonomously with minimal supervision.

Remuneration

- This role is graded at GP5 on the Council's remuneration system, i.e. between \$54,930 (85%) and \$64,623 (100%) depending on the Manager's assessment of the skills/experience of the jobholder and any other relevant factors.
- In addition, a benefit entitlement of 3% of base salary is available.

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Competencies

Core	
Service	<ul style="list-style-type: none"> ▪ Recognises the diversity of customers, and adapts approach and style to meet their needs ▪ Offers customers a range of solutions to problems ▪ Demonstrates commitment to delivery of agreed solutions ▪ Delivers and follows up on solutions ▪ Seeks and gives feedback from customers ▪ Looks for where improvements can be made to systems and processes
Communication	<ul style="list-style-type: none"> ▪ Clearly communicates messages in a clear and concise manner ▪ Uses the most effective method and style of communication for the target group and the situation ▪ Uses active listening techniques including reflection and paraphrasing ▪ Shares ideas appropriately ▪ Recognises and minimises barriers to communication
Business ethics	<ul style="list-style-type: none"> ▪ Demonstrates integrity, honesty, and commitment ▪ Acts ethically in all dealings ▪ Is equitable and ethical in the treatment of others ▪ Is prudent in financial dealings
Information Technology	<ul style="list-style-type: none"> ▪ Has an appropriate level of skill in computer software relevant to the requirements of the role. Is confident to try new software ▪ Looks for ways to improve efficiency through the use of technology - takes advantage of technology to achieve goals
Role specific	
Relationship building	<ul style="list-style-type: none"> ▪ Has internal and external networks, values and utilises diversity that enables better service delivery. Understands the stakeholder's needs and delivers on commitments.
Teamwork	<ul style="list-style-type: none"> ▪ Understands team dynamics and actively contributes to the team
Technical skills	<ul style="list-style-type: none"> ▪ Has a sound working knowledge of Adobe Creative Suite software ▪ Basic understanding of photography and ability to operate a digital SLR camera ▪ Able to focus on the technical skills an individual requires, understands legal requirements, and has the ability to update and expand current knowledge base.
Coaching and mentoring	<ul style="list-style-type: none"> ▪ Keeps up-to-date with professional knowledge and looks for opportunities for professional development.
Organisation achievement	<ul style="list-style-type: none"> ▪ Plans work and utilises resources. Understands the organisation's vision and aligns work to its meaning. Makes decisions and has the ability to identify and act on risks. Achieves own goals and helps others achieve theirs. Reports on progress.

Risk Management accountabilities for all employees

- **Council Policies and Procedures:** Ensure self and team comply with applicable council policies and procedures.
- **Environmental:** Reduce environmental impacts that may arise from work. All activities and communications must be conducted in accordance with applicable environmental laws and council policies. Promote the proactive management of environmental issues associated with conducting business.
- **Health & Safety:** Comply with Health and Safety obligations (e.g. observe and practice safe work methods, ensure your own safety and that of others, report any hazards or potential hazards immediately, use protective equipment and wear protective clothing provided where appropriate, only operate equipment that you have the necessary license and skills to operate, make unsafe

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situations safe or report unsafe working conditions to your supervisor, report all accidents including near misses promptly)

- **Employment Legislation:** Comply in full with employment legislation and adherence to applicable policies in the areas of employment, EEO and recruitment.