

POSITION DESCRIPTION

GRAPHIC DESIGNER COMMUNICATIONS

POSITION DETAILS

POSITION No:	3100	UNIT:	Economic Development, Engagement and Strategy
EMPLOYMENT STATUS:	Full Time	LOCATION:	Town Hall
DIVISION:	Community Life	CLASSIFICATION:	MO Level 3

OBJECTIVES

MISSION STATEMENT

Working together to make Hobart a better place for the community.

DIVISION OBJECTIVE

The principal objective of the Community Life Division is to deliver programs, services and activities focused on driving community engagement and participation, enhancing the vibrancy of the City of Hobart through activation, tourism and events, and addressing social inclusion, health and wellbeing, cohesion, resilience, disadvantage and inequality. The Division plays a visible and dynamic role in Hobart's economic and cultural development, and provides strategic, policy and communications support across the organisation.

POSITION OBJECTIVE

The role will provide high quality graphic design services to the City's clients that enhances the communications objectives and the City's brand and profile.

KEY FUNCTIONS AND RESPONSIBILITIES

- Conceptualise and design high-quality, impactful graphics for use on digital (website and social media) and print channels for internal clients to agreed timeframes.
- Consult and collaborate with internal clients, ensuring a detailed brief is undertaken and an integrated visual communications response is developed.
- Promote and protect the City of Hobart brand across the organisation.
- Produce campaigns for the City's programs and events, including community brochures and flyers, newsletters, invitations and certificates, printed banners and signage, print advertisements suitable for display in newspapers and editorial publications, internal communications, presentations, packaging, web banners, and digital media icons.
- Prepare internal corporate templates within the approved Brand Identity Style Guide.
- Support the Senior Advisor Communications to develop and deliver a strategy for the City of Hobart's brands.



City of **HOBART**

- Coordinate photography projects and undertake image editing.
- Actively contribute and identify continuous improvement initiatives.

Work Health & Safety: To take reasonable care that your acts or omissions do not adversely affect the health and safety of yourself or others in the workplace, to comply with any reasonable instructions given to you by the Council and to comply with the requirements of any and all WHS policies and procedures.

Note: Whilst the key functions and responsibilities for the role are set out above, the Council may direct an employee to carry out such duties or tasks as are within the limits of the employee's skill, competence and training.

ORGANISATIONAL RELATIONSHIPS

REPORTING RELATIONSHIPS

1. INTERNAL

The Graphic Designer reports to the Senior Advisor Communications. The role works closely with the Website Co-ordinator. The role also liaises with internal stakeholders across all Divisions.

2. EXTERNAL

The role liaises with external vendors.

SELECTION CRITERIA

1. Degree in Visual Communications and Graphic Design coupled with practical relevant design industry experience *or* significant experience in a similar role.
2. Strong client service and client management skills with demonstrated ability to manage design projects to completion, including print production and file preparation for both physical and digital products.
3. Demonstrated knowledge and understanding of brand strategy and visual identity elements and how these work within a structured style.
4. Well-developed skills in use of Adobe Creative Suite, including Photoshop, Illustrator, InDesign, Acrobat Professional, and Microsoft Office programs, including PowerPoint.
5. Proven ability to prioritise, multitask and work within a fast-paced environment on diverse projects and manage competing priorities in a timely manner with accuracy and strong attention to detail.
6. Demonstrated ability to work collaboratively and positively in a team environment.
7. Demonstrated ability to identify and act on opportunities for continuous improvement initiatives.
8. Current Drivers Licence and Police Check.

DESIRABLE

- Skills in writing for web and social media, photography, video production and video-editing.