



**City of  
Norwood  
Payneham  
& St Peters**

## **GRAPHIC DESIGNER**

### **POSITION & PERSON DESCRIPTION**

January 2020

#### **GENERAL**

Position & Person Descriptions form an important part of an integrated planning process to ensure that individual performance, and the required outputs and outcomes of each position within the organisation, align with the strategic and corporate directions of the Council as set out in the *City Plan 2030: Shaping Our Future*. The *Organisational Values* are an integral component of the organisational culture and all staff are expected to perform their duties within the framework of the *Organisational Values*.

The Position & Person Description also provides the basis upon which selection criteria for the position are determined.

<b>POSITION TITLE:</b>	Graphic Designer
<b>DEPARTMENT:</b>	Governance & Community Affairs
<b>UNIT:</b>	Communications
<b>ORGANISATIONAL RELATIONSHIP:</b>	Reports to the General Manager, Governance & Community Affairs  The Position is expected to work in collaboration with all departments across the organisation.
<b>NO. OF DIRECT REPORTS:</b>	Nil
<b>AWARD &amp; CLASSIFICATION:</b>	South Australian Municipal Salaried Officers Award and the City of Norwood Payneham & St Peters' Enterprise Agreement  General Officer, Level 4, Step 1  Contract Position: January 2020 – February 2021

#### **OVERVIEW**

The Graphic Designer is responsible and accountable for the provision and maintenance of the Council's Corporate Identity, through the provision of graphic designs services for all publications, documents, events, campaigns, stationery, signage, etc.

In terms of outcomes it is expected that the Graphic Designer will work to establish and maintain a consistent approach to the Council's Corporate Identity and branding requirements and provide a professional, quality Graphic Design service to meet the ongoing needs and expectations of the organisation.

## ORGANISATIONAL VALUES

At the City of Norwood Payneham & St Peters, all staff are committed to improving the quality of services which are provided to the community. In order to ensure that we achieve this, we have embraced the Australian Business Excellence Framework as a mechanism for implementing continuous improvement and as part of this we have adopted a set of Organisational Values.

The Organisational Values (which are summarised below and attached to this document) form an integral part of the Position & Person Description.

The Organisational Values are a shared set of values to assist in guiding staff behaviour in terms of how we interact with each other and the Elected Members, as well as how we treat people in our community as part of our day-to-day operations and service delivery.

Our Values are:

<b><i>Our People</i></b>	We are passionate, committed, empowered and accountable and we recognise the contribution of others.
<b><i>Working Together</i></b>	A positive team, we work collaboratively in an open, honest and transparent environment, supporting each other to get things done.
<b><i>Leadership</i></b>	Leading by example, we all live our values, inspire each other and deliver clear and consistent direction.
<b><i>Excellence</i></b>	We strive for excellence in everything we do and we encourage innovation and quality.
<b><i>Integrity</i></b>	We demonstrate respect and honesty in everything we do and always act in the best interests of our citizens and our community.
<b><i>Service</i></b>	We seek to improve quality of life for our citizens and our community and we treat all stakeholders with respect.

## POSITION OBJECTIVES

- To effectively produce and deliver all Graphic Design requirements for the City of Norwood Payneham & St Peters.
- To ensure the Council's Corporate Identity and Branding requirements are maintained and utilised appropriately across the organisation to ensure consistency and brand integrity.
- To assist with the effective promotion and marketing of the services and activities of the Council to the community.

## KEY RESULT AREAS

- Operational Responsibilities
  1. Graphic Design.
  2. Corporate Style Guide.
  3. Photography.
  4. Events.
  5. Administration.
- Organisational Responsibility
  1. Leadership.
  2. Policy development.
  3. Corporate Governance.
  4. Environmental Sustainability
  5. Work Health & Safety and Injury Management.
  6. Organisational Values

<b>OPERATIONAL RESPONSIBILITIES</b> <b>Key Responsibilities &amp; Key Tasks</b>
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<b>1. Graphic Design</b>
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- Ensure that the Council's Corporate Identity is presented in a professional, positive and consistent manner to stakeholders.
- Ensure that the Council's publications present a professional, positive and consistent image of the Council to stakeholders.
- Provide a high quality and professional Graphic Design service to the organisation, in accordance with Council's corporate identity and brand standards.
- Design, produce and maintain timely and quality artwork for the Council's publications in accordance with the Corporate Style Guide, including:
  - Look East;
  - Annual Report;
  - Corporate Brochures;
  - Stationery;
  - Signage;
  - Event Campaigns;
  - Advertisements; and
  - Monthly Messenger Column.
- Produce promotional information for community consultation initiatives and displays, in liaison with relevant staff and the Communications Officer.

**Performance Indicators**

- Maintenance of a positive image of the Council.
- Presentation of information is consistent with the Council's Corporate image.
- Effective and efficient dissemination of information to the wider community.
- Ensure all material is produced on time, within budget and to a high standard.

<b>2. Corporate Style Guide</b>
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- Ensure the design and presentation of all corporate publications and materials is consistent with the Council's Corporate Style Guide.
- Provide advice and assistance to other Departments regarding the correct use of the Council's logo and ensure the standards of the Corporate Style Guide are maintained across the organisation.

**Performance Indicators**

- The integrity of the Council's corporate documentation is consistent and maintained.

### **3. Photography**

- Build and maintain the Council's Corporate Image Library.
- Coordinate photography arrangements as required for Council events, functions and activities.

#### **Performance Indicators**

- Up to date and comprehensive Corporate Image Library.

### **4. Events**

- Assist with the management of comprehensive event campaigns and manage the production of all graphic design requirements relating to the timely and effective promotion of Council & community events, including Civic Functions.

#### **Performance Indicators**

- Timely & effective promotion of Council & community events.

### **5. Administration**

- Disseminate promotional community information (such as corporate brochures) to relevant sites for display.
- Coordinate banner and poster displays.
- Responsible for the placement of Council advertisements and notices in print media publications.
- Manage relationships with key suppliers, external print and signage contractors, including the preparation of briefs, accounts, instructions, etc.
- Assist with general administrative functions of the Communications Unit as required.
- Comply with Council budgets, policies, procedures and delegated authorities.

#### **Performance Indicators**

- Up-to-date and relevant information displayed on Community Notice Boards.
- Accurate & timely advertisements placed.
- Compliance with Council budgets, policies, procedures & delegated authority.

## **ORGANISATIONAL RESPONSIBILITIES**

### **Key Responsibilities & Key Tasks**

#### **1. CORPORATE GOVERNANCE**

- Contribute to the development of Corporate & Departmental Business Unit Plans.
- Promote and develop the Council's image, standing and role in the community whenever the opportunity presents itself.
- Demonstrate and promote a "customer first" approach when dealing with Volunteers and the community.
- Contribute to the delivery of quality services.
- Demonstrate and promote Equal Employment Opportunity (EEO) principles in the workplace.
- Contribute to the organisations continuous improvement program (Australian Business Excellence Framework).
- Observe, uphold and conduct all officers in accordance with the Organisational Values.

#### **Performance Indicators**

- Positive participation in planning processes.
- Positive image of Council portrayed.
- Satisfaction levels are at high level.
- Participation in all ABEF programs as required.
- Increased awareness of and compliance with EEO principles.
- Organisational values observed at all times.

#### **2. ENVIRONMENTAL SUSTAINABILITY**

- Consider and ensure best environmental sustainability practices in line with *Outcome 4: Environmental Sustainability*, of the Council's *CityPlan 2030: Shaping Our Future*, when undertaking duties and in the delivery of services.

#### **Performance Indicators**

- Demonstrated commitment to environmental sustainability when undertaking work-related duties.
- Timely reporting of environmental incidents as per the *Accident / Incident Report Form (WHS-02680)*.

### **3. WORK HEALTH & SAFETY (WH&S) AND INJURY MANAGEMENT**

- In accordance with Section 28 of the Work Health and Safety (WHS) Act 2012, while at work you must:
  - take reasonable care of your own health and safety; and
  - take reasonable care that your acts or omissions do not adversely affect the health and safety of other persons; and
  - comply, so far as the worker is reasonably able, with any reasonable instruction that is given by the Council; and
  - cooperate with any reasonable policy or procedure of the Council.
- As part of the Council's safety management system, all workers are required to:
  - report any hazards, near misses, incidents, accidents, injury or ill-health which arise in the course of, or as a result of, their work;
  - correctly use, and maintain, any clothing and equipment provided for the purposes of WHS;
  - maintain their workplace in a tidy and safe condition;
  - ensure that their safety, and that of others, is not affected by the consumption of alcohol or other drugs;
  - not interfere with, remove or displace any safety devices, guards or protective equipment unless it is part of an approved maintenance or repair procedure; and
  - actively participate in consultation and consideration of all WHS issues that are pertinent to their workplace.

#### **Performance Indicators**

- Increased awareness of, and compliance with, WHS legislation.
- Safe working practices utilised which are WHS compliant.
- Competency levels maintained and kept up-dated as required.
- Timely reporting of hazards and risks to ensure prevention is attempted at all times.
- Immediate reporting of all accidents and incidences.

### **4. ORGANISATIONAL VALUES**

- Responsible for ensuring that the Organisational Values are observed at all times in the discharge of all responsibilities, accountabilities and outcomes.

#### **Performance Indicators**

- Compliance, observance and adherence to Organisational Values at all times.

## PERSON SPECIFICATION

### QUALIFICATIONS AND/OR EXPERIENCE

- Essential: Tertiary qualification in Graphic Design.
- Highly Desirable: Experience in customer service environment.
- Current drivers licence.

### KNOWLEDGE

- Knowledge of Microsoft Office Suite, including Word, Excel, & Power Point for use of importing content from within these file types, into graphic design programs.
- Proficient in a Macintosh Operating System (Mac OS X, version 10 onwards) and competency within a Windows Operating system.
- Proficient in the Adobe Creative Suite, (version CS2 or CS3), primarily within InDesign, Photoshop, Illustrator & Acrobat Distiller & Viewer.
- Knowledge of the graphic arts, typesetting & printing processes required to produce high quality publications and other various products, ie banners, posters, multi-page documents, etc.

### ORGANISATIONAL VALUES

- Demonstrated ability to discharge responsibilities and outcomes, in accord with the Organisational Values (as attached).

### SKILLS

- Highly developed design and information architecture skills.
- Highly developed verbal and written communication skills.
- Ability to prepare artwork for both printed and digital publications.
- Ability to manage workloads and meet deadlines.
- Ability to work on several projects at once.
- Ability to work under pressure.
- Ability to communicate and work effectively with a wide range of people and attend to protocol matters as appropriate.
- Time management skills.
- Ability to edit and self-correct written material.

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**EXPERIENCE**

- Experience in Macintosh graphic design software packages.
- Experience in the Adobe Creative Suite and Microsoft applications.
- Demonstrated experience in corporate communications, public relations, journalism, and event management.

**PERSONAL ATTRIBUTES**

- Enthusiasm, flexibility, initiative and the ability to respond and adapt to change.
- Ability to communicate effectively both in large group situations and on a one-to-one basis.
- Ability to handle difficult, complex and confidential situations.
- Highly developed time management skills.
- Ability to work in isolated settings, group settings and within a team environment.
- Ability to work in a flexible manner and adapt to a variety of circumstances.
- Be self-motivated and conduct business in an honest and respectful manner maintaining a high level of professionalism at all times.

**DELGATION & AUTHORITY**

Not Applicable.

**JOB REQUIREMENTS**

- National Criminal Record (Police) Clearance.
- Completion of training & attainment of skills applicable to Award Classification.
- Attend training courses and other relevant staff development courses and maintain competency levels.

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**DATE POSITION CREATED:**

**DATE CURRENT INCUMBENT APPOINTED:**

**DATE CURRENT INCUMBENT TO COMMENCE:**

**EMPOWER REVIEW SCHEDULED FOR:**

**AGREEMENT:**

This Position & Person Description accurately reflects and describes the responsibilities, accountabilities, duties, skill requirement and the expected outputs and outcomes for the position of Graphic Designer.

**APPROVED BY:**

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Mario Barone  
**Chief Executive Officer**

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Date

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Lisa Mara  
**General Manager, Governance & Community Affairs**

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Date

This Position & Person Description which reflects and describes the responsibilities, duties, skill requirements and the expected outputs and outcomes for the position of Graphic Designer has been read and agreed to by

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**Graphic Designer**

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Date

# Our Values Behaviour Statements

## Individual Behaviour

## Organisational Behaviour

### Our People

We are passionate, committed, empowered and accountable and we recognise the contribution of others.

### Our People

- I take responsibility for my own actions.
- I commit to being approachable, positive and contributing 100%.
- I am thoughtful, respectful and interested in others.

### Our People

- We engage with and have confidence in the ability of Our People.
- We appreciate differing work/life balance requirements.
- We encourage Our People to seek career-relevant opportunities for personal and professional development.

### Working Together

A positive team, we work collaboratively in an open, honest and transparent environment, supporting each other to get things done.

### Working Together

- I offer praise and encouragement to my peers.
- I pull my own weight and willingly contribute to share the load.
- I commit to listening and being open to new ideas.

### Working Together

- We are aware and respectful of individual skills, needs and abilities.
- We are committed to removing barriers and silos.
- Communication is a key element of effectively working together.

### Leadership

Leading by example, we all live our values, inspire each other and deliver clear and consistent direction.

### Leadership

- I am a role model and I demonstrate this in my daily behaviour.
- I make time for all others.
- I provide and am receptive to constructive feedback.

### Leadership

- We offer support and encouragement.
- We are consistent in our leadership and sustainable decision-making.
- Our expectations are reasonable and we provide clear direction.

### Excellence

We strive for excellence in everything we do and we encourage innovation and quality.

### Excellence

- I take pride and ownership in my work.
- I aim to be the best I can be.
- I am willing to go above and beyond.

### Excellence

- We recognise and celebrate high achievement and innovation.
- We are committed to the Australian Business Excellence Framework (ABEF).
- We seek and foster the best in Our People.

### Integrity

We demonstrate respect and honesty in everything we do and always act in the best interests of our citizens and our community.

### Integrity

- I am open, honest and reliable.
- I am respectful of others opinions.
- I am efficient, effective and outcome focused.

### Integrity

- We offer a safe and supportive working environment.
- We are open, honest and transparent in all our business endeavours.
- We are the role model for our community.

### Service

We seek to improve quality of life for our citizens and our community and we treat all stakeholders with respect.

### Service

- I understand and uphold the 'big picture' service of our organisation.
- I am empathetic and adaptable to customer needs.
- I am willing to assist wherever possible.

### Service

- We have the right people in the right jobs.
- We engage with our community to understand their needs.
- We are committed to best quality customer service.