

# POSITION DESCRIPTION

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## 1. POSITION DETAILS

**Position Title:** Senior Graphic Designer  
**Division:** City Engagement  
**Unit:** Marketing

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## 2. ORGANISATIONAL RELATIONSHIPS

**Position Title of Supervisor:**  
 Head of Creative / Design

**Titles of Positions which report to this position:**  
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**Contractors for which this position is responsible:**  
 na

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## 3. PRIMARY PURPOSE OF POSITION

- To provide a broad range of hands-on design from concept to completion.
- To identify best visual methods to communicate ideas and programs using the visual medium.
- To coordinate the development, implementation and promotion of design to meet customer demand.
- Coordinate all facets of graphic design and printing requirements. Consult and advise to ensure effective delivery of graphic design and printing functions to meet the City's objectives.

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## 4. POSITION OBJECTIVES

- Actively leading, supporting and adopting a commercial and customer focus criteria to meet and achieve the design team's objectives.
- Effective communication is demonstrated and consultation is maintained on all issues with internal and external stakeholders.
- Coordinate, negotiate and manage the development of a comprehensive framework of procedures to ensure improved graphics design functions and printing efficiencies.
- The delivery of an efficient, cost effective and customer focussed publications and graphic design service to the City.
- Project manage outsourcing of design functions when increased levels of service is required by internal clients.

To achieve and maintain consistent branding and use of the City's corporate identity by adhering to, and providing counsel to all stakeholders on use of the City's visual style guidelines.

Mentor and support junior designer.

To be held accountable for working conditions under the control of the position and for detecting any unsafe or unhealthy conditions or behaviour and to take immediate steps to investigate and rectify any risks to health, safety and welfare arising from any activity.

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## 5. POSITION ACCOUNTABILITIES

Develop, implement and promote design strategies and policies that enhance customer service delivery.

Take responsibility for consistency, accuracy and quality of Studio output. Ensure Studio processes and quality control measures are implemented and followed.

Encourage and promote lateral thinking and creativity throughout the team

Continually challenge self and team to improve the creative standard and quality of Studio output with the aim of exceeding Client expectations.

Work with Supervisor to effectively forward plan, ensuring effective and efficient use of time and resources to minimise downtime and maximize turnaround.

Implement City's look and feel, brand and develop its visual identity.

Provide professional high quality creative services on the full range of graphic design and printing techniques which support the City's goals.

Assist in the development and maintenance of visual style guidelines to ensure production of professional and consistent branding and communication materials for the City of Sydney.

Develop and produce conceptual design proposals for presentation to key stakeholders, agencies, potential City of Sydney partners and sponsors.

Research, implement, monitor and review design trends, methods, strategies and new technologies to ensure that the standards of service delivery in the area of creative services is maintained at the highest level.

Maintain and develop skills in the area of new media and drive opportunities for cross-media integration.

Establish, manage and maintain strong relations with key stakeholders, external Creative Partners (graphic designers, illustrators, photographers, writers) and Suppliers (printing contractors, service and repair providers) to ensure on time and on budget delivery of services and the achievement of strategic objectives.

Lead by example and initiate and implement strategies in order to develop and maintain an efficient, cost effective and customer focused service to the City.

Assist the City to develop realistic budgets for creative production planning. Seek and promote opportunities to contain and minimize costs.

Ensure compliance with legislative and City policy requirements and standards in the areas of Work Health and Safety and Equal Employment Opportunity.

Comply with and keep abreast of any relevant legislation applicable to the performance of the duties of this position.

## 6. WORK HEALTH & SAFETY RESPONSIBILITIES

Workers have an active role to play in the Safety Management System (SMS). Workers have the following responsibility, authority and accountability:

- Working safely so as not to put yourself or others at risk
- Stopping work in circumstances that are deemed an immediate risk to health and safety until a satisfactory solution is agreed/implemented
- Cooperating and complying with safe work method statements, policies and procedures and participating in their development
- Reporting all accident, incidents and hazards to your supervisor immediately and participating in accident/incident investigation and risk management activities
- Attending WHS training
- Complying with the requirements of the City's Return to Work program

A full list of WHS responsibilities and accountabilities are available within the City's SMS document; Responsibility, Authority and Accountability (RAA) Matrix.

## 7. AUTHORITY TO ACT

The Senior Graphic Designer has substantial autonomy and makes day to day decisions to ensure the effective and professional operation.

The position entails responsibilities for dealing with stakeholders at a corporate level and external service providers to ensure continuity and quality of service delivery.

The incumbent has the authority to take any reasonable steps to ensure that the smooth flow of operations is maintained providing the actions are consistent with the responsibilities of the position and subject to any limitations, corporate policies, procedures or safe work method statements.

All personnel have the power to stop work in circumstances that are deemed an immediate risk to health and safety until a satisfactory resolution is agreed / implemented. Such circumstances may include life threatening situations or those that could result in loss of limb or other significant lost time injury.

## 8. ESSENTIAL AND DESIRABLE CRITERIA

### Essential Criteria

Tertiary qualification in Graphic Design or Visual Arts is essential with a minimum of 5 years' experience.

High level experience in developing creative concepts for a range of services and products.

Demonstrated experience in management of all aspects of creative services and publication production including the proven ability to take and manage a complex brief from concept through to finished art – to brief, on time and on budget

Ability to tightly brief external creative partners (retouchers, illustrators, writers, photographers) and manage / contain costs.

Advanced Adobe Illustrator, Photoshop and InDesign skillsets (on a Macintosh platform).

Proven record of excellence and achievement in the following disciplines:

- Art Direction and Creative Conceptualisation
- Typography
- Design
- Finished Art
- Pre-press and print knowledge
- Finishing techniques (paper use and selection etc.)
- Print knowledge / print finishing
- Image selection

Proven record of (commercial) design experience and achievement in at least 4 of the following disciplines:

- Publications
- Advertising
- New Media
- Environments
- Promotional Materials (inc. POS)
- Brochures, flyers, posters
- Annual Reports, corporate reports
- Corporate Identity / Branding
- Corporate collateral (Business, cards, stationery, forms)

Well-developed problem solving and decision making ability including experience in working with senior managers to resolve high priority issues.

Ability to develop, and implement strategies and procedures appropriate to the current and future needs of a commercially based, customer focussed and diverse Section.

Substantial oral and written communications, interpersonal, presentation and negotiation skills.

Ability to adapt and recognise changing priorities in a high volume work environment, producing accurate work under pressure.

Self-motivated and able to work unsupervised in a team environment

Highly developed desktop publishing, design and art production skills with strong attention to detail.

Demonstrate a commitment to Equal Employment Opportunity, Work, Health and Safety and Cultural Diversity principles.