

POSITION DESCRIPTION

Position Title:	Graphic Design Officer
Award/Agreement:	TOC Enterprise Agreement 2021 (and any subsequent agreement)
Classification level:	Level 9
Directly reports to:	Manager Corporate communications & Customer Relations
Positions under Direct Supervision:	Nil

Organisational Context of Position

The Town of Claremont employs over 100 staff and is responsible for the local government area of approximately 5km². The Town has a population of approximately 11,000 people and is located in the picturesque western suburbs of Perth, Western Australia. The Town has five key goals areas: Leadership and Governance, People, Liveability, Environmental Sustainability and Prosperity.

Organisational Mission

We exist to deliver quality services for Claremont today and to build the foundation for the future.

Organisational Vision

The Town is a progressive, respectful, sustainable, local government supporting a connected, flourishing community.

Organisational Values

- **Respect:** We are responsible for how we behave in our workplace and will show respect and courtesy to all of our colleagues and customers.
- **Integrity:** We are open, accountable and honest.
- **Quality Communication:** We demonstrate our respect for our community and each other through timely, accurate and understandable communication.
- **Customer Service:** Every contact with a customer is important and an opportunity to demonstrate our commitment.
- **Excellence:** Our focus is quality outcomes achieved on time, on budget.

OBJECTIVE OF THIS POSITION

The Graphic Designer will play a key role in projecting a positive, professional image of the Town through the creation and production of integrated high-quality design work for the Town's publications, advertisements, digital marketing channels and other Town documents and material.

Objective 1: Artwork Creation

- Ensure the Town's branding and Style Guide is used in all design work.
- Working to brief specifications, develop artwork for a range of products and services, to support effective communication of the Town's services and facilities.
- The ideation, design and execution of creative deliverables across digital channels, hard copy publications, press advertisements and other corporate documents.
- Contribute to building the positive brand of the Town through creative ideas and products.
- Develop and maintain all artwork and design for future reference.
- Work with the Manager to constantly review the Town's website creative and provide advice to determine ongoing improvements.

Objective 2: Photographic and Video Services

- Attend events when required and take photographs to enhance and build the Town's photographic library.
- Provide artistic direction for photo shoots to ensure these are in line with Town's brand and Style Guide.
- Working with the Manager, develop and create video and animated graphics to communicate and promote the Town's messages.

Objective 3: Technology

- Provide advice and direction with regards to the hardware and software required to establish an in-house design studio for the Town.
- Maintain and update graphic computer hardware/software in conjunction with IT.
- Research, evaluate and recommend potential products and features to improve efficiency and effectiveness of the Town's design studio.
- Manage the Town's photographic and video equipment.

Objective 4: Customer Service

- Seek quotes and organise purchase orders for marketing collateral, in line with the Town policies and procedures for procurement
- Respond to customers in line with the Town's Customer Service Charter
- Maintain all records and correspondence in line with the Town Record Keeping Plan.

Objective 4: Occupational Health & Safety (For all Staff)

- Comply with all workplace procedures for hazard identification, risk assessment and risk control.
- Actively participate in safety activities associated with the management of workplace health and safety.
- Follow policy and procedures as required.
- Take reasonable care to ensure his/her own safety and health at work.
- Avoid adversely affecting the safety of any other person.
- Identification and reporting of health and safety hazards, accidents, incidents, injuries, property damage at the workplace.
- Ensure the correct personal protective equipment is used for the task or activity.

Objective 5: Corporate Responsibility (All Staff)

- In all actions, be accountable and employ ethical decision making and good governance in line with Town's

Code of Conduct, values, policies and procedures.

- Demonstrate an ongoing commitment to the Town's Customer Experience Charter.
- Provide a high level of customer service.
- Promote and maintain harmonious relationships in the workplace.
- Ensure efficient and appropriate use of resources.
- Promote the development of efficient work practices.
- Maintain good relations with the general public and promote Council's operations in a professional manner at all times.
- Adhere and follow the Town's Record Keeping Plan.
- Carry out other duties as requested by management which may be reasonably expected within the scope of the classification level and skill base of the employee.

Objective 6: Continuous Improvement (All Staff)

- Employ the mind set of continuous improvement to all work tasks.
- Support team members to review and analyse processes to identify possible improvements.
- Contribute to developing a culture of acknowledging and celebrating efforts to improve processes.

SELECTION CRITERIA

Essential

- Recognised tertiary Graphic Design qualifications.
- Demonstrated relevant work experience.
- Comprehensive knowledge of design software on a Mac platform such as the Adobe Creative Suite – specifically InDesign, Photoshop, Illustrator, Acrobat and web CMS.
- Comprehensive knowledge of publishing/printing/photographic industry processes and the ability to provide quality press-ready artwork of a high standard.
- Comprehensive knowledge of computer systems (software/hardware), peripheral computer equipment (printers, copiers, scanners, cameras) relating to design.
- High level of initiative and ability to work unsupervised (as required) and within a team.
- Demonstrated strong organisational and time management skills.

Desirable

- Knowledge of or experience working in local government.
- Effective problem-solving skills.
- Effective writing skills.
- Experience working with Trello.

REQUIREMENTS

The Town requires all staff prior to commencing employment to:

- Provide an original qualification for sighting or a certified copy of qualification (where listed as Essential in Position Description).
- Provide for sighting 100 points of identification including at least one with a photograph (i.e. Driver's License and Passport or Birth Certificate).
- Complete a pre-employment medical (Town's GP to confirm fitness to work in position) or completion of a medical questionnaire.
- Provide a Police Clearance (at employee cost).
- Provide evidence of the Right to Work in Australia.

- Sign a change of circumstances employee declaration.

Some positions may be required to undertake other checks and verifications such as Working with Children Check and these will be specifically indicated in the Selection Criteria.

PROBATION

Unless otherwise stated in a Letter of Offer, this position is subject to a 6 month probation period, at which time work performance will be reviewed to determine whether permanent appointment will proceed.

Signatures

Chief Executive Officer Approval	
Signature	Date
Employee	
Signature	Date

