

POSITION DESCRIPTION

Position: Intermediate Graphic Designer - Libraries

Team: Hastings District Libraries

Group: Community Wellbeing and Services

Responsible To: Community Engagement Team Leader

Responsible For: Nil

Hours: Part time – 20 hours per week

Organisational Context:



Tirohanga Whānui - Council's Vision for the Community

Heretaunga Whenua Houkura, Heretaunga Hapori Ora
Fertile Land, Prosperous People

Kaupapa Mātāmua - Our Organisational Mission

E mahi ngātahi ana hei painga mō te iwi me te kāinga, i tēnei rā, āpōpō hoki
Working for our people and our place, today and tomorrow

Ngā Uara – Our Values

Te Mahi Tahi - Working Together

- We work collaboratively
- We are flexible and creative
- We celebrate our successes and have fun

Mana Tangata - Respecting Others

- We are inclusive
- We are honest and reliable
- We act with integrity and professionalism

Te Whakaaweawe - Making a Difference

- We strive for excellence
- We are all accountable
- We serve our community with pride

Oranga Tangata - Supporting Wellbeing

- We encourage life balance
- We care for our work whanau
- We bring a positive attitude

Working effectively with Māori

Hastings District Council aspires to a kaitiakitanga conducted in good faith at all times with respect to the aspirations and expectations of Māori. We accept our privileged role and responsibility of holding and protecting the Treaty of Waitangi / Te Tiriti o Waitangi.

Context

Our vision for the Hastings District represents the foundations of our community: land and people. We are focused on protecting and enhancing our fertile land and the life-giving waters which support it, and helping the people of this place to fulfil their aspirations and prosper together.

Across the local government Community Wellbeings, we are seeking:

- Economic - a sufficient and supportive economy
- Environmental - a healthy environment and people
- Social – a safe and inclusive place
- Cultural – a vibrant place to live, play and visit.

The Hastings District Council organisation emphasises capabilities such as working together, a can-do attitude, a spirit of service, enabling, community engagement and partnership development alongside traditionally valued technical and management skills and capabilities. Excellence in performance from the organisation as a whole and from individuals is needed.

Purpose of Position

This role is part of the Community Wellbeing & Services Group. The Group includes Libraries, Community Centres, Sports Centre, Aquatics Hastings, Social & Youth Development, Toitotahi Hawke's Bay Arts & Events Centre, Hastings City Art Gallery and Senior Housing.

The purpose of this position is to create, update, and maintain visually engaging and accessible library collateral that supports library services, programmes, and community engagement by:

- **Design and coordination of print and digital collateral**
- **Ensuring consistent branding and effective communication**
- **Design Asset Management**

The role is a part of the Community Engagement Team and reports to the Community Engagement Team Leader.

Other

- We all have responsibility for Health and Safety, therefore the staff member in this role shall:
 - Ensure compliance with the provisions of the Health and Safety at Work Act 2015, and all applicable regulations, Codes of Practice, standards and guidelines.
 - Observe all occupational safety and health policies, procedures and rules stated by Council which are pertinent to the duties carried out by the officer in this position and in all operational areas of the organisation.
 - Promptly and accurately report and record any workplace injuries and incidents.
- Civil Defence and Incident & Emergency activities as required. Local government is responsible for looking after communities in the event of a Civil Defence situation. This means that once you have ensured the safety of your family and property, you may need to assist with civil defence or critical incident management.
- Council has an Employee Handbook which includes a Code of Conduct – staff are expected to comply, along with all other organisational policies and procedures.
- Such other duties as may be allocated by the manager from time to time.

Key work areas for which this position will have a responsibility are:

Design and coordination of print and digital collateral:

- Develop creative and engaging marketing and programme materials across print and digital platforms.
- Take initiative in the design process, respond constructively to feedback, and adapt designs as needed.
- Manage multiple design projects at once, meeting deadlines while maintaining high quality.
- Keep up with current design trends and tools, and actively seek opportunities to grow your skills.

Ensuring consistent branding and effective communication:

- Create visually compelling materials that align with our brand guidelines and values
- Work in partnership with the Community Engagement Team to ensure designs reflect shared goals and community needs.
- Strong interpersonal and communication skills, both verbal and written, to effectively communicate ideas and concepts to internal teams and colleagues.
- In liaison with Council's Senior Graphic Designer ensure all creative communications are conveyed in line with Council's brand strategy and established guidelines.

Design Asset Management:

- Maintain an organised library of design files, assets, imagery, video, and other digital resources.
- Use consistent and clear file naming conventions to ensure materials are easy to locate and identify.
- Work closely with other team members to manage shared resources, ensuring everyone can easily find, use, and contribute to the asset library.
- Support a collaborative and efficient workflow by keeping systems tidy, up to date, and aligned with team needs.

Important Functional Relationships

External

Brebner print
Publishers and Suppliers
Local Media Agencies

Internal

Libraries staff
HDC Senior Graphic Designer
Marketing and Communications Team
Community Wellbeing and Services Team
Health and Safety Team

Committees/Groups

Nil

Person Specification

Qualifications

- Graphic Design qualification or similar.
- Minimum of three years full time, hands on graphic design experience

Knowledge/Experience

- Proven experience and highly proficient with Adobe software for graphic design: Photoshop, Illustrator, Indesign.
- In depth knowledge of design to print processes and ability to manage a job from concept through to delivery of final product.
- Knowledge and engagement with social networking sites and digital marketing tools.
- Experience in designing social media assets such as reels and guides would be advantageous (Experience in Premiere Pro, After Effects and XD).
- Experience incorporating Māori design principles is desirable but not essential.
- A creative who can turn ideas and concepts into innovative and practical solutions.

Key Personal Competencies

- Excellent communication skills (written and verbal)
- Ability to work with high degree of responsibility and self-management
- Ability to multi-task and prioritise
- Ability to work under pressure
- Excellent attention to detail
- Strong visual skills and keen aesthetic sensibility
- Excellent organisational skills and able to work to deadlines
- Ability to contribute to and work as part of a collaborative team
- Excellent customer service (both internal and external)

Personal Attributes

- Flexibility
- Positive attitude
- Team player and contributor
- Sense of humour
- Motivated
- Uses initiative and solutions-focussed
- Ability to work with diverse personalities, cultures, and value systems
- Good practice of health and well-being