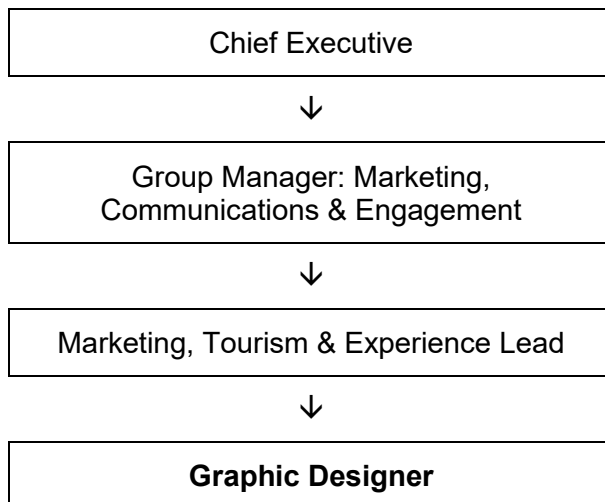


POSITION DESCRIPTION

Position:	Graphic Designer
Team:	Marketing, Tourism & Experience
Group:	Marketing, Communications & Engagement
Responsible To:	Marketing, Tourism & Experience Lead
Responsible For:	Nil
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 Marketing, Communications & Engagement Group. The Group includes Marketing & Brand and Communication & Engagements and isites.

The purpose of this position is to implement the design and development of high-quality marketing material for print, digital and audio-visual channels in accordance with Council and Destination brand guidelines and strategies. Work with the Marketing, Communication & Engagement Group and Council business units to provide on brand cost effective multichannel solutions within agreed deadlines and standards.

This is achieved through:

- **Graphic Design**
- **Customer Service**
- **Communication**

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:

Graphic Design

- To provide the creative concepts and design solutions required for all aspects of the Council business and its brand from Brief to completion
- Ensures all material is produced to effectively meet the brief and stated objectives
- To design the collateral/templates required for Council and its business units, including:
 - Brochures/flyers
 - Posters/billboards
 - Point of Sale/display installations
 - Digital assets (websites, social media, video graphics, e-newsletters)
 - Educational resources
 - Vehicle branding
 - All other brand support material that may be required
- Uphold filing protocols for artwork files and image library to ensure documents can be easily accessed and amended, and an effective back-up system is in place.
- To work productively to adhere to design deadlines
- Support coordination of photography and videography shoots.
- Be pro-active in developing own design techniques and researching emerging trends in design for print and digital mediums.
- Contribute to excellence by sharing creative ideas and design solutions with the team.

Customer Service

- Work collaboratively and professionally as a part of the Marketing, Communications and Engagement team
- Maintain excellent relationships and communication with internal and external clients
- Provide excellent customer service to internal clients
- Foster positive working relationships with other staff,

Communication

- Ensure all creative communications are conveyed in line with Council's brand strategy and established guidelines
- To liaise with suppliers and build relationships in this industry to ensure high quality, cost effective and timely jobs.
- Provide a design input (as required) to the Digital Advisor on maintaining/developing the visual elements of Council websites (and other digital platforms) in line with the Council digital strategy.

Important Functional Relationships

<u>External</u>	<u>Internal</u>	<u>Committees/Groups</u>
Local Media Agencies Marketing Suppliers Council Partner Organisations Contractors and Service Providers	Marketing, Communications & Engagement Team Council Staff	Nil

Person Specification

Qualifications

- Graphic Design qualification or similar

Knowledge/Experience

- Hands on graphic design experience and a passion for design excellence
- Relevant experience in Graphic Design and print production
- Proven experience/capability and highly proficient with Adobe software for graphic design: Photoshop, Illustrator, Indesign.
- 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.
- Knowledge of contemporary art and/or design practice in New Zealand.
- Experience in designing social media assets such as reels and guides would be advantageous (Experience in Premiere Pro, After Effects and XD)
- 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
- Able to multi-task and prioritise
- Ability to work under pressure
- Excellent attention to detail
- An understanding of contemporary graphic design
- 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 and uses initiative
- Ability to work with diverse personalities, cultures and value systems