

Role Description

Senior Graphic Designer



Division/Branch/Unit	Public Engagement/Creative Studio
Location	Art Gallery of NSW
Classification/Grade/Band	Clerk Grade 9-10
Kind of Employment	ongoing
ANZSCO Code	232411
Role Number	various
PCAT Code	1119192
Date of Approval	August 2020
Agency Website	https://www.artgallery.nsw.gov.au/

Overview

The Art Gallery of New South Wales (the Gallery) is a statutory body established under the Art Gallery of New South Wales Act 1980 and is an executive agency under the Department of Premier and Cabinet. The Gallery is in The Domain adjacent to the Royal Botanical Gardens and the Central Business District on the lands of the Gadigal peoples of the Eora nation, and attracts around 1.4 million visitors annually.

The Gallery holds significant collections of Aboriginal & Torres Strait Islander, Australian and International art and presents a dynamic program of temporary exhibitions involving significant loans from national and international collections. The Gallery also manages the Brett Whiteley Studio in Surry Hills. The Gallery employs 350 people on an annual basis and has a current effective full-time equivalent of around 215 staff. As the state's leading institution for the visual arts, the Gallery plays a vital role in the cultural and intellectual life of both Sydney and Australia.

The Gallery's expansion, known as the Sydney Modern Project, involves the construction of a new building and art garden to the north of the existing Gallery building as well as some modifications to the existing building. Construction of the new building is currently underway and scheduled for completion in 2022.

Primary purpose of the role

Provide and lead specialist creative design solutions for Gallery briefs ranging from: brand identity, publications, digital, animations, marketing, wayfinding, events, communications, merchandise, programs and exhibition design.

Key accountabilities

- Lead and deliver creative concepts and oversee the production of exhibition environmental graphics, ensuring the designs are appropriate for the display of collections as well as other associated collateral that may include: art labels, didactic texts, wayfinding signage, illustrations, digital assets, animations as well as marketing material, merchandise, publications, program and education guides.
- Provide guidance and leadership within the creative team to deliver solutions which respond to the Gallery's requirements while supporting the brand identity and embracing best-practice approaches across all media.
- Review and seek approval for design briefs and design solutions.
- Maintain collaborative relationships and consult with key stakeholders to understand requirements, interpret the concepts to be communicated, and determine strategies to deliver optimal design solutions.

- Provide supervision and guidance to Junior Graphic Designers, Graphic Designers and Mid-Weight Graphic Designers in the support of work related to large scale exhibition projects or programs.
- Provide expertise on best practice for the development of wayfinding and other related signage, as required, ensuring public spaces are monitored for appropriate signage on a consistent basis.
- Explore and develop strategic design thinking which addresses the Gallery's audience requirements, including promoting inclusion, access, opportunities and leadership in the arts for people with disability through universally accessible design solutions.
- Work closely with suppliers to deliver high quality outcomes and monitoring and reporting on the use of brand and digital assets.
- Demonstrates a positive and professional communications style
- Participates in and supports a team environment
- Communicates in a clear, timely and consistent manner
- Other duties as reasonably required
- Supports and participates in a safe workplace culture

Key challenges

- Managing resources effectively to meet strategic, corporate and operational goals of the Gallery regarding design activities.
- Working collaboratively with Gallery staff who are physically distributed across sites.
- Undertaking a number of projects simultaneously. Managing the demands of time and cost restrictions. Deliver a high-quality creative on time.
- Providing acceptable levels of supervision, mentoring and support to team members in a rapidly changing environment.
- Remaining abreast of rapidly changing technology available to design.

Key relationships

Who	Why
Internal	
Curators and exhibition managers	<ul style="list-style-type: none"> • The position holder actively communicates with curators and exhibition managers for whom work is being undertaken and assists the curators in clarifying their concepts and creative direction, negotiating job specifications, timelines and production costs.
Project teams	<ul style="list-style-type: none"> • The position holder participates on a number of internal project teams and communicates closely with other team members to ensure that projects are developed within Gallery design guidelines.
Head of Creative and Creative Studio team	<ul style="list-style-type: none"> • The position holder maintains regular contact with the Head of Creative to overview priorities and project progress to ensure the quality of the delivered product. • Within the Creative Studio team, the position holder attends weekly meetings and communicates with team members on a daily basis to coordinate design projects and to exchange ideas.

Who	Why
Production and maintenance staff	<ul style="list-style-type: none"> The position holder has an important and regular collaborative relationship with Production staff in development of design and construction of exhibitions and displays, semi-permanent Galleries, and other elements of the museum's-built environment.
Head of Exhibitions / Executive team	<ul style="list-style-type: none"> Guidance and formal approvals.
Collections staff	<ul style="list-style-type: none"> Collaboration and consultation to determine/refine design brief.
Facilities staff	<ul style="list-style-type: none"> Collaboration and consultation to detail and produce displays.
External	
External suppliers and contractors	<ul style="list-style-type: none"> The position holder is responsible for communicating design, production and construction specifications to contractors and trades people to ensure it meets design specifications, building codes and to ensure the quality of product delivered.

Role dimensions

Decision making

- Accountable for the delivery of graphic design services working within approved plans, briefs, budget and quality standards
- Refers to Head of Creative for design approvals including work requiring significant change, project outcomes or timeframes; are likely to escalate and create contentious precedent; require a high administrative or financial delegation; or submission to Executive.
- Prioritises and manages multiple tasks and demands including matters with critical turnaround times.
- Maintains an awareness and familiarity with emerging technologies in order to utilise the tools required to deliver high quality graphic design solutions
- The ability to operate and makes decisions within legislative and regulatory provisions, public sector frameworks, strategic and business plans, Government and Department policies, delegations, budget and resource parameters

Reporting line

Reports to Head of Creative

Direct reports

Nil

Budget/Expenditure

Nil

Essential requirements

- Tertiary qualifications in Graphic Design with min. 8–10 years' practical experience in the discipline of graphic design.
- Ability to provide design leadership and create effective visual communication pieces from creative concept stage through to finished product.





- Ability to provide supervision and mentoring of 2D graphic designers at junior and mid-level experience.
- High level of skills in creative design for exhibition, environmental, animation, print and digital design and production experience.
- Proven experience in time management and overseeing consultants and suppliers related construction works in the execution of exhibitions and displays.
- Strong written and oral communication skills, negotiation and client service skills for working with the various internal and external clients, suppliers and contractors.
- Experience in the use of programs and applications such as Adobe Creative Suite

Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at www.psc.nsw.gov.au/capabilityframework

Capability summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Adept
	Act with Integrity	Intermediate
	Manage Self	Adept
	Value Diversity	Intermediate
 Relationships	Communicate Effectively	Adept
	Commit to Customer Service	Adept
	Work Collaboratively	Adept
	Influence and Negotiate	Adept
 Results	Deliver Results	Adept
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Adept
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Intermediate
	Technology	Intermediate
	Procurement and Contract Management	Intermediate
	Project Management	Advanced

Focus capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

Group and Capability	Level	Behavioural Indicators
Personal Attributes Display Resilience and Courage	Adept	<ul style="list-style-type: none">• Be flexible, show initiative and respond quickly when situations change• Give frank and honest feedback/advice• Listen when ideas are challenged, seek to understand the nature of the criticism and respond constructively• Raise and work through challenging issues and seek alternatives• Keep control of own emotions and stay calm under pressure and in challenging situations
Relationships Communicate Effectively	Adept	<ul style="list-style-type: none">• Tailor communication to the audience• Clearly explain complex concepts and arguments to individuals and groups• Monitor own and others' non-verbal cues and adapt where necessary• Create opportunities for others to be heard• Actively listen to others and clarify own understanding• Write fluently in a range of styles and formats
Relationships Influence and Negotiate	Adept	<ul style="list-style-type: none">• Negotiate from an informed and credible position• Lead and facilitate productive discussions with staff and stakeholders• Encourage others to talk, share and debate ideas to achieve a consensus• Recognise and explain the need for compromise• Influence others with a fair and considered approach and sound arguments• Show sensitivity and understanding in resolving conflicts and differences• Manage challenging relations with internal and external stakeholders• Pre-empt and minimise conflict
Results Deliver Results	Adept	<ul style="list-style-type: none">• Take responsibility for delivering on intended outcomes• Make sure team/unit staff understand expected goals and acknowledge success• Identify resource needs and ensure goals are achieved within budget and deadlines• Identify changed priorities and ensure allocation of resources meets new business needs

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> • Ensure financial implications of changed priorities are explicit and budgeted for • Use own expertise and seek others' expertise to achieve work outcomes
Results Think and Solve Problems	Adept	<ul style="list-style-type: none"> • Research and analyse information, identify interrelationships and make recommendations based on relevant evidence • Anticipate, identify and address issues and potential problems and select the most effective solutions from a range of option • Participate in and contribute to team/unit initiatives to resolve common issues or barriers to effectiveness • Identify and share business process improvements to enhance effectiveness
Business Enablers Project Management	Advanced	<ul style="list-style-type: none"> • Prepare scope and business cases for more ambiguous or complex projects including cost and resource impacts • Access key subject-matter experts' knowledge to inform project plans and directions • Implement effective stakeholder engagement and communications strategy for all stages of projects • Monitor the completion of projects and implement effective and rigorous project evaluation methodologies to inform future planning • Develop effective strategies to remedy variances from project plans, and minimise impacts • Manage transitions between project stages and ensure that changes are consistent with organisational goals