# Role Description
# **Graphic Designer**

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|---|---|
| **Cluster** | Regional NSW |
| **Department/Agency** | Department of Regional NSW |
| **Division/Branch/Unit** | Office of the Secretary |
| **Location** | Regional NSW |
| **Classification/Grade/Band** | Clerk Grade 7/8 |
| **Role Family** *(internal use only)* | Bespoke/Communications & Engagement/Deliver |
| **ANZSCO Code** | 232411 |
| **PCAT Code** | 1111492 |
| **Date of Approval** | March 2022 |
| **Agency Website** | www.regional.nsw.gov.au |

## Agency Overview

The Department of Regional NSW was formed in 2020 as a central agency for regional issues. The Department is responsible for building resilient regional economies and communities, strengthening primary industries, managing the use of regional land, overseeing the state's mineral and mining resources and ensuring government investment in regional NSW is fair and delivers positive outcomes for local communities and businesses.

## Primary purpose of the role

Responsible for delivering high quality graphic design solutions across all visual touchpoints for the Department of Regional NSW (DRNSW) to enhance the corporate brand and meet organisational objectives. The role produces communication materials including, but not limited to, signage, posters, logos, brochures, document templates, banners and online graphics – social tiles, mp4s, and animations.

## Key accountabilities

- Implement design solutions for all collateral and other visual touchpoints such as signage and large-scale graphics to assist the achievement of corporate objectives, in consultation with internal stakeholders.
- Provide internal customers professional, high quality creative services on the full range of graphic design and printing techniques which support the brand goals.
- Effectively manage and maintain relations with external service providers such as graphic design and printing contractors, and service and repair providers to ensure the successful delivery of brand compliant projects and the achievement of strategic objectives within agreed timelines and budget constraints.
- Represent the Media and Communications unit on major DRNSW projects to provide advice on graphic design and technical aspects of the project to ensure high quality, consistent brand compliant outcomes and minimise potential cost and reputation risks associated with graphic maintenance.
- Manage the development and maintenance of visual style guides to ensure production of professional and consistent branding and communication materials for DRNSW, including development of DRNSW sub-brands.
- Effectively educate internal and external stakeholders in brand guidelines, print processes and graphic solutions and monitor outputs to ensure consistent application and remedy routine style guide breaches.

- Research, monitor and review design trends, strategies and new technologies to ensure that the standard of service delivery in the area of creative services is maintained at the highest level.
- Oversee the production process including sourcing competitive quotes, the final check of proofs and artwork to ensure that material is delivered, technical aspects are correct and brief specifications are met.

## Key challenges

- Managing large volumes of work and balancing divisional requirements.
- Managing the education of clients and stakeholders to understand complex graphic design issues that may negatively impact quality outcomes of major projects.
- Achieving a balance between design/production outcomes and the views and needs of stakeholders across a range of disciplines.

## Key relationships

| Who | Why |
| --- | --- |
| **Internal** | |
| Manager, Digital and Design | • To provide support with print and digital visual communication material. |
| Media, Communications and Engagement team | • Collaborate to produce quality integrated communication material. |
| The Department of Regional NSW Cluster | • To provide support with print and digital communication material. |
| **External** | |
| NSW Government agencies, Vendors/Suppliers | • To manage and maintain relations with external service providers. |

## Role dimensions

### Decision making

Under direction from the Senior Graphic Designer, achieve agreed business objectives and performance criteria, within approved work and project plans.

### Reporting line

Senior Graphic Designer

Digital and Design Manager

### Direct reports

Nil

### Budget/Expenditure

Nil

## Key knowledge and experience

- Experience following design briefs for work and projects with experience creating engaging print and digital designs (front end design, mock-ups, desktop publishing, templates, brochures, web banners etc.)
- Qualification in graphic design or commercial art and experience in graphic design.
- Experience in the use of digital programs and applications such as Adobe InDesign Creative Suite,Photoshop, Illustrator.

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## Essential requirements

- *Evidence of the COVID-19 vaccination must be provided upon commencement of employment. This is a condition of engagement should you be successfully appointed to a position within the Department of Regional NSW (which includes Local Land Services and the Soil Conservation Service).*

## Capabilities for the role

The NSW public sector capability framework describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for roles with managerial responsibilities. These groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role.

The capabilities are separated into **focus capabilities** and **complementary capabilities**.

## Focus capabilities

*Focus capabilities* are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.

The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

## FOCUS CAPABILITIES

| Capability group/sets | Capability name | Behavioural indicators | Level |
|---|---|---|---|
| **Personal Attributes** | **Act with Integrity**<br>Be ethical and professional, and uphold and promote the public sector values | • Represent the organisation in an honest, ethical and professional way<br>• Support a culture of integrity and professionalism<br>• Understand and help others to recognise their obligations to comply with legislation, policies, guidelines and codes of conduct<br>• Recognise and report misconduct and illegal and inappropriate behaviour<br>• Report and manage apparent conflicts of interest and encourage others to do so | Intermediate |
| **Relationships** | **Communicate effectively**<br>Communicate clearly, actively listen to others, and respond with understanding and respect | • Tailor communication to diverse audiences<br>• Clearly explain complex concepts and arguments to individuals and groups<br>• Create opportunities for others to be heard, listen attentively and encourage them to express their views<br>• Share information across teams and units to enable informed decision making<br>• Write fluently in plain English and in a range of styles and formats<br>• Use contemporary communication channels to share information, engage and interact with diverse audiences | Adept |
| | **Work Collaboratively**<br>Collaborate with others and value their contribution | • Build a supportive and cooperative team environment<br>• Share information and learning across teams<br>• Acknowledge outcomes that were achieved by effective collaboration<br>• Engage other teams and units to share information and jointly solve issues and problems<br>• Support others in challenging situations<br>• Use collaboration tools, including digital technologies, to work with others | Intermediate |

| FOCUS CAPABILITIES | | | |
|---|---|---|---|
| **Capability group/sets** | **Capability name** | **Behavioural indicators** | **Level** |
| Results | **Plan and Prioritise**<br>Plan to achieve priority outcomes and respond flexibly to changing circumstances | • Understand the team and unit objectives and align operational activities accordingly<br>• Initiate and develop team goals and plans, and use feedback to inform future planning<br>• Respond proactively to changing circumstances and adjust plans and schedules when necessary<br>• Consider the implications of immediate and longer-term organisational issues and how these might affect the achievement of team and unit goals<br>• Accommodate and respond with initiative to changing priorities and operating environments | Intermediate |
| | **Think and Solve Problems**<br>Think, analyse and consider the broader context to develop practical solutions | • Identify the facts and type of data needed to understand a problem or explore an opportunity<br>• Research and analyse information to make recommendations based on relevant evidence<br>• Identify issues that may hinder the completion of tasks and find appropriate solutions<br>• Be willing to seek input from others and share own ideas to achieve best outcomes<br>• Generate ideas and identify ways to improve systems and processes to meet user needs | Intermediate |
| Business Enablers | **Technology**<br>Understand and use available technologies to maximise efficiencies and effectiveness | • Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks<br>• Use available technology to improve individual performance and effectiveness<br>• Make effective use of records, information and knowledge management functions and systems<br>• Support the implementation of systems improvement initiatives, and the introduction and roll-out of new technologies | Intermediate |

## Complementary capabilities

*Complementary capabilities* are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identifying performance required for the role and development opportunities.

Note: capabilities listed as 'not essential' for this role are not relevant for recruitment purposes however may be relevant for future career development.

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## COMPLEMENTARY CAPABILITIES

| Capability group/sets | Capability name | Description | Level |
|---|---|---|---|
| **Personal Attributes** | Display Resilience and Courage | Be open and honest, prepared to express your views, and willing to accept and commit to change | Intermediate |
| | Manage Self | Show drive and motivation, an ability to self-reflect and a commitment to learning | Adept |
| | Value Diversity and Inclusion | Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives | Intermediate |
| **Relationships** | Influence and Negotiate | Gain consensus and commitment from others, and resolve issues and conflicts | Intermediate |
| **Results** | Deliver Results | Achieve results through the efficient use of resources and a commitment to quality outcomes | Intermediate |
| | Think and Solve Problems | Think, analyse and consider the broader context to develop practical solutions | Intermediate |
| **Business Enablers** | Finance | Understand and apply financial processes to achieve value for money and minimise financial risk | Foundational |
| | Procurement and Contract Management | Understand and apply procurement processes to ensure effective purchasing and contract performance | Foundational |

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