Role Description
Senior Graphic Designer

Cluster	Planning & Environment
Agency	Department of Planning and Environment
Division/Branch/Unit	Planning NSW/Delivery Coordination Digital and Insights/Digital Analytics and Insights/Data Information and Integration/Spatial Sciences and Design
Location	Parramatta
Classification/Grade/Band	Clerk Grade 7/8
Role Number	Various
ANZSCO Code	232411
PCAT Code	1111492
Date of Approval	July 2018 (updated May 2022)
Agency Website	www.dpie.nsw.gov.au

Agency overview

Our vision is to create thriving environments, communities and economies for the people of New South Wales. We focus on some of the biggest issues facing our state. We deliver sustainable water resource and environment management, secure our energy supply, oversee our planning system, maximise community benefit from government land and property, and create the conditions for a prosperous state. We strive to be a high-performing, world-class public service organisation that celebrates and reflects the full diversity of the community we serve and seeks to embed Aboriginal cultural awareness and knowledge throughout the department.

Primary purpose of the role

The Senior Graphic Designer provides specialist expert, advice and services in the development of promotional material and templates to contribute to design and brand consistency across all promotional activities. The role actively contributes to a high performance team environment, provides excellent customer service and enables continual service improvement practices.

Key accountabilities

- Develop and deliver creative solutions by working collaboratively within a creative team to deliver solutions that respond to business requirements while supporting the brand identity.
- Design solutions that embrace best-practice approaches across print and digital media, and take designs from concept through to finished art.
- Develop and update brand style guides and templates; support and utilise Guidelines for both corporate brand identity and Customer brand identity.
- Maintain collaborative relationships and consult with key stakeholders to understand requirements, interpret the concepts to be communicated, and to determine strategies to deliver a clear message to a particular target audience.
- Prepare layouts or mock-ups of designs using illustration, text, photography, colour and computer-generated imagery; and present designs for review and approval
- Undertake a range of support activities, including working with suppliers to deliver high quality outcomes, and monitoring and reporting on the use of brand and digital assets

Key challenges

- Translating complex technical information into easy to understand, plain English graphics, reports and correspondence and communications, with a high degree of accuracy.
- Managing consultations and negotiations with a broad range of internal and external stakeholders, given their varying expectations, viewpoints and interests which require constant monitoring and analysis.
- Achieving project deadlines and completing assigned tasks to the required standards and within budget, given the need to simultaneously coordinate and deliver multiple projects which are often complex and interconnected.

Key relationships

Who	Why
Internal	
Manager and Leadership Team	• Receive and clarify guidance and instructions and report on progress against work plans • Escalate and discuss issues • Provide regular updates on projects and priorities
Team	• Participate in meetings, share program and project information and provide input on issues • Contribute ideas and work collaboratively to improve program, service delivery and work outcomes • Support team members and work collaboratively to contribute to achieving team outcomes
Stakeholders	• Work with other team members to build and maintain effective working relationships with internal stakeholders • Report to and provide updates on status • Respond to enquiries • Provide accurate and timely information and advice • Coordinate meetings and activities
External	
Vendors/suppliers	• Monitor provision of service to ensure compliance with contracts and service arrangements

Role dimensions

Decision making

The Senior Graphic Designer:

- receives advice and guidance from the Manager but has responsibility for setting and organising own work priorities within the overall agreed work program
- has 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

The Senior Graphic Designer reports to the Manager, Spatial Sciences and Design.

Direct reports

Nil

Budget/Expenditure

Nil

Key knowledge and experience

- Experience in the use of digital programs and applications such as Adobe InDesign Creative Suite, Photoshop, Illustrator

Essential requirements

- Qualification in graphic design or commercial art and experience in graphic design.

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	**Manage Self** Show drive and motivation, an ability to self-reflect and a commitment to learning	• Keep up to date with relevant contemporary knowledge and practices • Look for and take advantage of opportunities to learn new skills and develop strengths • Show commitment to achieving challenging goals • Examine and reflect on own performance • Seek and respond positively to constructive feedback and guidance • Demonstrate and maintain a high level of personal motivation	Adept
Relationships	**Communicate Effectively** Communicate clearly, actively listen to others, and respond with understanding and respect	• Tailor communication to diverse audiences • Clearly explain complex concepts and arguments to individuals and groups • Create opportunities for others to be heard, listen attentively and encourage them to express their views • Share information across teams and units to enable informed decision making • Write fluently in plain English and in a range of styles and formats • Use contemporary communication channels to share information, engage and interact with diverse audiences	Adept
Relationships	**Work Collaboratively** Collaborate with others and value their contribution	• Build a supportive and cooperative team environment • Share information and learning across teams • Acknowledge outcomes that were achieved by effective collaboration • Engage other teams and units to share information and jointly solve issues and problems • Support others in challenging situations • Use collaboration tools, including digital technologies, to work with others	Intermediate

	Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes	• Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes • Make sure staff understand expected goals and acknowledge staff success in achieving these • Identify resource needs and ensure goals are achieved within set budgets and deadlines • Use business data to evaluate outcomes and inform continuous improvement • Identify priorities that need to change and ensure the allocation of resources meets new business needs • Ensure that the financial implications of changed priorities are explicit and budgeted for	Adept
	Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions	• Research and apply critical-thinking techniques in analysing information, identify interrelationships and make recommendations based on relevant evidence • Anticipate, identify and address issues and potential problems that may have an impact on organisational objectives and the user experience • Apply creative-thinking techniques to generate new ideas and options to address issues and improve the user experience • Seek contributions and ideas from people with diverse backgrounds and experience • Participate in and contribute to team or unit initiatives to resolve common issues or barriers to effectiveness • Identify and share business process improvements to enhance effectiveness	Adept
	Technology Understand and use available technologies to maximise efficiencies and effectiveness	• Identify opportunities to use a broad range of technologies to collaborate • Monitor compliance with cyber security and the use of technology policies • Identify ways to maximise the value of available technology to achieve business strategies and outcomes • Monitor compliance with the organisation's records, information and knowledge management requirements	Adept

	Project Management	• Understand all components of the project management process, including the need to consider change management to realise business benefits	Adept
	Understand and apply effective planning, coordination and control methods	• Prepare clear project proposals and accurate estimates of required costs and resources	
		• Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements	
		• Identify and evaluate risks associated with the project and develop mitigation strategies	
		• Identify and consult stakeholders to inform the project strategy	
		• Communicate the project's objectives and its expected benefits	
		• Monitor the completion of project milestones against goals and take necessary action	
		• Evaluate progress and identify improvements to inform future projects	

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.

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
Personal Attributes	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Foundational
Personal Attributes	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
Relationships	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Adept
Relationships	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate

Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Intermediate
Results	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Intermediate
Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
Business Enablers	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate