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| **Cluster** | Premier & Cabinet |
| **Agency** | Museum of Applied Arts and Sciences |
| **Division/Branch/Unit** | Parramatta Program |
| **Location** | Ultimo |
| **Classification/Grade/Band** | Clerk Grade 7/8 |
| **ANZSCO Code** | 232411 |
| **PCAT Code** | 1321592 (TBC) |
| **Date of Approval** | January 2020 |
| **Agency Website** | maas.museum |

# Agency Overview

The Museum of Applied Arts and Sciences sits at the intersection of the arts, design, science and technology and plays a critical role in engaging communities with contemporary ideas and issues.  Established in 1879, the museum includes the Powerhouse Museum, Sydney Observatory and the Museums Discovery Centre. The Museum is custodian to over half a million objects of national and international significance and is considered one of the finest and most diverse collections in Australia.

**Primary purpose of the role**

The Senior Graphic Designer is responsible for developing strategic design collateral and communication material across a range of formats for all requirements of the Powerhouse Project and ensuring alignment to strategic goals and project priorities.

**Key accountabilities**

* Design and produce printed and digital materials for programs, presentations, reports, exhibitions and displays as required by the project.
* Develop graphic design concepts including illustrations, mock-ups, layouts and computer-generated visuals for review and approval ensuring the application of best practice design principles and compliance with organisational communications requirements.
* Prepare documents for print production, release jobs to printers, review proofs and oversee installation to the Museum’s quality and WHS standards.
* Contribute to the identification, development and maintenance of professional quality standards in graphic design that reflects the Museum’s corporate image and brand identity and ensure consistent and high-quality design outcomes.
* Work in an interdisciplinary manner across project teams, Museum initiatives and with suppliers and service providers as required and contribute to the conceptualisation and realisation of Powerhouse Program vision and strategic direction.
* Provide in-house design expertise and support to the Museum to design and produce graphics as required.
* Deliver graphic design initiatives in line with project timelines, budgets and briefings to ensure project success and stakeholder satisfaction.

**Key challenges**

* Managing workflow and multiple projects effectively and setting priorities to ensure deadlines are met and the effective and efficient use of resources.
* Delivering innovative designs within time, cost, quality and brief requirements to extend the public profile and reputation of the Powerhouse Program and satisfy key stakeholders.
* Converting approved creative into various mediums and formats to deliver design solutions and materials that support and are consistent with overarching project strategies.

**Key relationships**

|  |  |
| --- | --- |
| **Who** | **Why** |
| **Internal** |  |
| Director Strategy & Operations, Powerhouse Program | Provide regular updates on key projects, issues and priorities  Receive advice regarding strategic direction and identify opportunities to support positive outcomes  Identify opportunities for continuous learning and seek feedback on performance |
| Exhibitions Manager | Receive overall direction and guidance- keep informed. |
| Chief Executive | Receive detailed direction and instruction and guidance from as well as providing updates on key projects, issues and priorities; keep informed |
| Production Team | Provides and receives expert advice, assistance, participate in discussions and decisions and share information |
| Communications Team | Works collaboratively to ensure an integrated approach to ensure delivery of multi-disciplinary projects |
| Design Studio Team | Consults and works collaborative as part of the Design team, particularly with other Graphic Designers (Communications) |
| **External** |  |
| Contractors and developers | Work with in the preparation and execution of UX and IA led design  Liaise and negotiate with printers, designers, media and photographers. |
| MAAS visitors | Representing MAAS and its activities and policies |

**Role dimensions**

**Decision making**

The Senior Graphic Designer is responsible for ensuring graphic design activities align to project priorities and strategic objectives. The role is expected to deliver outcomes on time and at or below budget and is fully accountable for the quality, integrity and accuracy of graphic design advice provided. The role operates with a degree of independence with respect to day to day work priorities and workload management and independently implements approved programs, projects and activities on time and within budget.

The role refers to the Director Strategy & Operations, Powerhouse Program decision that require significant change to strategic approach, that are likely to escalate, cause undue risk, create substantial precedent or are outside delegation limits.

**Reporting line**

Director Strategy & Operations, Powerhouse Program

**Direct reports**

Nil

**Budget/Expenditure**

This role does not have a financial delegation.

**Key Knowledge and Experience**

* Extensive experience in the creative design and production of a wide range of print, digital, advertising, corporate and marketing materials from concept to publication including high level editing and proofreading skills
* Demonstrated experience in developing creative design solutions across digital and print platforms including designing for digital content, screen-based applications, and a variety of marketing and communications campaigns that support brand positioning and guidelines.
* Experience working with diverse, creative teams to develop innovative and accessible design for integrated marketing campaigns including the ability to plan, prioritise and meet strict deadlines and manage multiple projects simultaneously.
* Demonstrated skills and experience in Adobe Creative Suite (InDesign, Photoshop, Illustrator) combined with a strong knowledge and understanding of both print and web processes and knowledge of Microsoft Office and managing and maintaining database systems.

# Capabilities for the role

The [NSW public sector capability framework](https://www.psc.nsw.gov.au/workforce-management/capability-framework/the-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** |
|  | **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 |
|  | **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 |
| **Work Collaboratively**  Collaborate with others and value their contribution | | * Encourage a culture that recognises the value of collaboration * Build cooperation and overcome barriers to information sharing and communication across teams and units * Share lessons learned across teams and units * Identify opportunities to leverage the strengths of others to solve issues and develop better processes and approaches to work * Actively use collaboration tools, including digital technologies, to engage diverse audiences in solving problems and improving services | Adept |
|  | **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 |
| **Plan and Prioritise**  Plan to achieve priority outcomes and respond flexibly to changing circumstances | | * Consider the future aims and goals of the team, unit and organisation when prioritising own and others’ work * Initiate, prioritise, consult on and develop team and unit goals, strategies and plans * Anticipate and assess the impact of changes, including government policy and economic conditions, on team and unit objectives and initiate appropriate responses * Ensure current work plans and activities support and are consistent with organisational change initiatives * Evaluate outcomes and adjust future plans accordingly | 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 |

# 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.

| COMPLEMENTARY CAPABILITIES | | | | |
| --- | --- | --- | --- | --- |
| **Capability group/sets** | **Capability name** |  | **Description** | **Level** |
|  | Display Resilience and Courage | | Be open and honest, prepared to express your views, and willing to accept and commit to change | Intermediate |
| Act with Integrity | | Be ethical and professional, and uphold and promote the public sector values | Intermediate |
| Value Diversity and Inclusion | | Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives | Intermediate |
|  | Commit to Customer Service | | Provide customer-focused services in line with public sector and organisational objectives | Intermediate |
| Influence and Negotiate | | Gain consensus and commitment from others, and resolve issues and conflicts | Intermediate |
|  | Think and Solve Problems | | Think, analyse and consider the broader context to develop practical solutions | Adept |
| Demonstrate Accountability | | Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines | Intermediate |
|  | Finance | | Understand and apply financial processes to achieve value for money and minimise financial risk | Intermediate |
| Procurement and Contract Management | | Understand and apply procurement processes to ensure effective purchasing and contract performance | Foundational |
| Project Management | | Understand and apply effective planning, coordination and control methods | Intermediate |