

Role Description

Graphic Designer



Education

Agency	NSW Department of Education
Division/Branch/Unit	SINSW/Business Enablement/Communications
Location	George St, Sydney
Classification/Grade/Band	Clerk Grade 9/10
Kind of employment	Temporary
Role number	221752
ANZSCO Code	232411
PCAT Code	2111492
Date of Approval	23 June 2020
Agency Website	education.nsw.gov.au schoolinfrastructure.nsw.gov.au

Agency overview

The NSW Department of Education provides, funds and regulates education services for NSW students from early childhood to secondary school, delivering world-class education through its public schools and providing funding support to non-government schools. We employ, develop and support teachers, leaders and other staff to deliver the best outcomes for students and to advance the wellbeing of Aboriginal people.

School Infrastructure NSW (SINSW) is delivering new school buildings, major upgrades and maintenance strategies to ensure every school-aged child has access to high quality education facilities at their local public school. This encompasses the largest investment in public education infrastructure in the history of NSW.

Primary purpose of the role

Provide high-quality, professional visual communication and design services for the SINSW Communications directorate to enable the delivery of a full suite of print and digital collateral, suitable for a range of mediums, audiences and channels, and to build and enhance SINSW's profile and brand positioning.

Key accountabilities

- Identify, recommend and deliver high-level, creative visual communication and design solutions across a range of print, web, display, social and digital media to maximise SINSW's profile and enhance brand identity.
- Provide sound professional and technical advice on the use and application of innovative visual communication and design tools, templates and systems to ensure a consistent corporate image and identity.
- Consult and collaborate with SINSW project teams and other key stakeholders to establish, manage and deliver graphic design, printing and creative development solutions that are aligned to business requirements and brand guidelines.

- Manage and coordinate the development, implementation and evaluation of visual communication and design projects, from concept creation to delivery, including traffic production and workflow management, to support the achievement of organisational objectives.
- Lead, design and deliver creative briefing workshops with internal and external stakeholders to ensure visual and graphic design concepts are developed in line with relevant departmental standards and brand guidelines.
- Design, develop and implement effective evaluation and feedback mechanisms to ensure ongoing, continuous improvement in the delivery of creative visual communications and graphic design solutions.
- Develop and maintain a range of collaborative networks to support and advance the delivery of innovative graphic design services and to maintain currency with industry and best practice trends.
- Provide regular briefings, updates and reports on project progress and goals to support informed management decision making and planning.

Key challenges

- Managing and balancing a range of competing demands and project priorities while meeting tight deadlines and timeframes.
- Working collaboratively and negotiating with multiple stakeholders, often with varied diverse, interests and expectations, in a dynamic, complex educational environment.
- Maintaining and applying knowledge and currency of the latest developments in visual communication and graphic design technologies, tools and software.

Key relationships

Who	Why
Internal	
Senior Manager, Communications Content	<ul style="list-style-type: none"> • Provide sound advice, recommendations and solutions on visual communications and graphic design. • Provide regular updates on project issues and progress. • Receive advice, guidance and performance feedback.
SINSW Communications	<ul style="list-style-type: none"> • Consult and collaborate, source and exchange knowledge, information and ideas and contribute to project planning, development and implementation.
SINSW/DoE teams and stakeholders	<ul style="list-style-type: none"> • Build and sustain collaborative working relationships to facilitate opportunities for engagement, consultation, issue resolution and information sharing. • Liaise and negotiate on cost-effective design solutions and provide options and alternatives as required. • Provide professional, technical advice and recommendations.
External	
Third party suppliers/consultants	<ul style="list-style-type: none"> • Engage with on visual communication and graphic design technologies, software and solutions.

Role dimensions

Decision making

This role acts independently in performing its core work functions and applies specialised knowledge, skills and professional judgement to achieve outcomes. Is fully accountable for the quality, integrity and accuracy of the advice provided. In matters that are sensitive, high-risk or business critical, the role consults with the Senior Manager, Communications Content to agree on a suitable course of action.

Reporting line

Senior Manager, Communications Content.

Direct reports

Nil

Budget/Expenditure

Nil

Essential requirements

- Tertiary qualifications in graphic design or a related discipline and/or demonstrated equivalent experience.
- Highly developed skills in the use of industry standard graphic design software with practical experience in the use of Adobe Create Suite (Photoshop, InDesign, Illustrator, Acrobat).
- Technical proficiency in the use of Microsoft Word and Powerpoint based templates and the ability to recreate technical drawings, including maps.
- Knowledge of and commitment to the department's Aboriginal education policies.

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
 <p>Personal Attributes</p>	Display Resilience and Courage Be open and honest, prepared to express your views, and willing to accept and commit to change	<ul style="list-style-type: none"> • Be flexible, show initiative and respond quickly when situations change • Give frank and honest feedback and advice • Listen when ideas are challenged, seek to understand the nature of the comment and respond appropriately • Raise and work through challenging issues and seek alternatives • Remain composed and calm under pressure and in challenging situations 	Adept
	Manage Self Show drive and motivation, an ability to self-reflect and a commitment to learning	<ul style="list-style-type: none"> • 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
 <p>Relationships</p>	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"> • 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

FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
	Work Collaboratively Collaborate with others and value their contribution	<ul style="list-style-type: none"> • 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
 Results	Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes	<ul style="list-style-type: none"> • Seek and apply specialist advice when required • Complete work tasks within set budgets, timeframes and standards • Take the initiative to progress and deliver own work and that of the team or unit • Contribute to allocating responsibilities and resources to ensure the team or unit achieves goals • Identify any barriers to achieving results and resolve these where possible • Proactively change or adjust plans when needed 	Intermediate
	Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions	<ul style="list-style-type: none"> • 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

FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
	Technology		
	Understand and use available technologies to maximise efficiencies and effectiveness	<ul style="list-style-type: none"> 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
 Personal Attributes	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Foundational
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Foundational
 Relationships	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Foundational
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Foundational
 Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Foundational
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Foundational
 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
	Project Management	Understand and apply effective planning, coordination and control methods	Foundational