

Role Description

Brand and Design Advisor



Cluster	Stronger Communities
Agency	Office of Sport
Division/Branch/Unit	Office of the Chief Executive / Marketing and Communications
Role number	52001476
Classification/Grade/Band	Clerk Grade 7/8
ANZSCO Code	232411
PCAT Code	1111492
Date of Approval	12 October 2023
Agency Website	www.sport.nsw.gov.au

Agency overview

The Office of Sport is the lead NSW Government agency for sport and active recreation.

With a vision of sport and active recreation creating healthier people, connecting communities and making a stronger NSW, we provide the people of NSW with the leadership, policies, programs, funding and infrastructure necessary to maximise the social, health and economic benefits realised through this valued sector.

Our work is spread across NSW, with ten Sport and Recreation Centres, five Olympic Sport Venues and offices throughout the state.

Primary purpose of the role

The Brand and Design Advisor will provide graphic design services to the Agency across all internal and external activities. The role will also be responsible for coordinating all brand approvals across the Organisation, ensuring consistency of the Office of Sport brand.

Key accountabilities

- Produce artwork for internal and external collateral, brochures, presentations, posters and internal communication material.
- Coordinate the marketing and design requirements for various Agency strategic initiatives, and all Sport and Recreation Centres and Olympic Sport Venues.
- Update all collateral and signage to ensure that the Office of Sport is compliant with NSW Government Brand Guidelines.
- Enhance the implementation of the Office of Sport Brand Strategy via consistent, effective and attractive visual communications and the development of styled guidelines.
- Develop visual content for the Communications Branch including maintaining and updating Office of Sport templates as well as the development of brand collateral.
- Support other business units via briefing agencies and negotiating competitive quotations.

- Check outgoing artwork for accuracy and quality ensuring correct material is forwarded to publishers and printers.
- Arrange and oversee the pre-press and print production of materials from electronic artwork stage through to completion and delivery.

Key challenges

- Understand the multiple community stakeholders and users of the Office's programs and facilities in addition to working with other parts of the Agency to ensure there are appropriate products for these markets.
- Managing time and prioritising work to meet deadlines in an environment of changing and conflicting priorities.

Key relationships

Who	Why
Internal	
Head of Marketing and Communications	<ul style="list-style-type: none"> • Escalate issues, keep informed, advise and receive instructions
Agency staff	<ul style="list-style-type: none"> • Develop relationships and communication channels to consult, liaise, collaborate, obtain advice and participate in development and delivery of visual communications
Marketing and Communications Officers	<ul style="list-style-type: none"> • Responsible for providing support, guidance and asset delivery for campaigns and initiatives.
External	
External stakeholders including other agencies, business partners, clients, industry and standards agencies and community organisations	<ul style="list-style-type: none"> • Develop and maintain relationships. • Represent the organisation. • Enhance marketing opportunities. • Provide advice to business partners and clients about visual communications
Service providers and contractors	<ul style="list-style-type: none"> • Work cooperatively and proactively to produce and dispatch artwork in the correct format and within agreed timelines. • Negotiate competitive quotes

Role dimensions

Decision making

The Brand and Design Advisor operates with a limited level of autonomy regarding decision making required to deliver on agreed priorities in consultation with the Head of Marketing and Communications.

Decisions on matters outside the Brand and Design Advisor's accountabilities and on issues that are contentious or sensitive and may impact on the reputation of the Agency are escalated to the Head of Marketing and Communications.

Reporting line

Head of Marketing and Communications

Budget/Expenditure

As per the financial delegations

Key knowledge and experience

- Demonstrated experience in best practice graphic design in a business environment.
- Demonstrated experience in using Adobe Creative Suite: InDesign, Photoshop, Illustrator, Acrobat, Microsoft Office
- Demonstrated experience in developing campaign design strategies and concepts.

Essential requirements

National Criminal Records Check

Current Working with Children Check (WWCC) Clearance

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
	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
	Communicate Effectively	<ul style="list-style-type: none">• Tailor communication to diverse audiences• Clearly explain complex concepts and arguments to individuals and groups	Adept

FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
	Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"> • 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 	
	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
	Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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 	Adept

FOCUS CAPABILITIES






Capability group/sets	Capability name	Behavioural indicators	Level
		<p>conditions, on team and unit objectives and initiate appropriate responses</p> <ul style="list-style-type: none"> • Ensure current work plans and activities support and are consistent with organisational change initiatives • Evaluate outcomes and adjust future plans accordingly 	
	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
	Manage and Develop People Engage and motivate staff, and develop capability and potential in others	<ul style="list-style-type: none"> • Collaborate to set clear performance standards and deadlines in line with established performance development frameworks • Look for ways to develop team capability and recognise and develop individual potential • Be constructive and build on strengths by giving timely and actionable feedback • Identify and act on opportunities to provide coaching and mentoring • Recognise performance issues that need to be addressed and work towards resolving issues • Effectively support and manage team members who are working flexibly and in various locations • Create a safe environment where team members' diverse backgrounds and cultures are considered and respected • Consider feedback on own management style and reflect on potential areas to improve 	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.

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
	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
 Relationships	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
 Results	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Intermediate
	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
	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
 People Management	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Intermediate
	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Intermediate
	Manage Reform and Change	Support, promote and champion change, and assist others to engage with change	Intermediate