

Role Description

2D Graphic Designer



Cluster	Enterprise, Trade & Investment
Agency	Australian Museum
Division/Branch/unit	Museum Experience & Engagement / Exhibitions
Location	Sydney CBD
Classification/Grade/Band	Clerk Grade 5/6
Kind of Employment	Temporary
ANZSCO Code	232411
Role Number	51000700
PCAT Code	1119192
Date of Approval	March 2024
Agency Website	https://australian.museum/

Agency Overview

Australian Museum (AM) is located on the homelands of the Gadigal people. The AM acknowledges and pays respect to the Gadigal people as the custodians of the land, sky and waterways, paying respect to Elders past, present.

The Australian Museum (AM) operating within the NSW Department of Enterprise, Investment & Trade cluster, is the first museum in Australia and was founded in 1827. The AM provides access, engagement and scientific research to increase our understanding of natural history and culture, particularly of the Australasian region. The AM holds more than 22 million objects of biological, geological and cultural collections and develops programs, exhibitions and school and community education initiatives onsite, online and offsite.

The AM mission is: To ignite wonder, inspire debate and drive change.

The AM vision is: To be a leading voice for the richness of life, the Earth and culture in Australia and the Pacific. We commit to transform the conversation around climate change, the environment and wildlife conservation; be a strong advocate for First Nations' culture; and continue to develop world-leading science, collections, exhibitions and education programs.

For more information, visit the [website](#).

The AM supports a diverse workforce and promotes applications from all ages and genders, Aboriginal and Torres Strait Islander peoples, culturally and linguistically diverse groups, the LGBTQIA+ community, veterans, refugees and people with disabilities.

Primary purpose of the role

The Design Unit plays a critical role in the planning, development and delivery of the creative output for all exhibitions, learning and outreach projects, and marketing and communications of the Australian Museum. The Unit works to promote the Museum's brand and ensure the visitor experience is of the highest

standard. The Graphic Designer works with other members of the Unit in the development and delivery of graphic design solutions for print, digital, display and exhibitions.

Key accountabilities

- Produce graphic design and communication collateral for projects and ongoing products that deliver exceptional experiences for Museum visitors; onsite, online and via publications.
- Implement design solutions that are creative, innovative and consistent with the Museum’s brand and vision, while conveying the aims, messages and message of the project.
- Maintain awareness and familiarity with emerging technologies to utilise the tools required to maximise product quality.
- Manage design files and support digital archiving and systems as established by the Studio Coordinator.
- Manage the work schedule and coordinate production of design deliverables, and when required oversee installation of display graphics.

Key challenges

- Negotiating sometimes conflicting expectations of stakeholders.
- Working within time constraints to provide completed products on time, within the brief and on budget including supervising and scheduling printers and other external suppliers.
- Working on multiple projects simultaneously and managing the demands of time and cost restrictions in delivering an innovative and high quality product.

Key relationships

Who	Why
Internal	
Head of Exhibitions	<ul style="list-style-type: none"> • Provide project status updates and information regarding project variations. • Seek and receive guidance, direction and feedback regarding work performance; escalate major issues and receive regular updates on project delivery issues and priorities.
Clients	<ul style="list-style-type: none"> • The role holder actively communicates with clients for whom work is being undertaken and assists the client in clarifying their concepts and needs. The position holder provides advice on creative direction, maintains regular contact with clients, and is responsible for negotiating job specifications, timelines and production costs.
Project teams	<ul style="list-style-type: none"> • The role holder participates on a number of internal project teams and communicates closely with other team members to ensure that projects are developed within Museum design guidelines.
Studio Coordinator	<ul style="list-style-type: none"> • The role holder maintains regular contact with the Studio Coordinator to overview priorities and project progress to ensure the quality of the delivered product. • Within the Design Unit the position holder attends weekly meetings and communicates with team members on a daily basis to coordinate design projects and to exchange ideas.

Who	Why
External	<ul style="list-style-type: none"> The role holder is responsible for communicating design and production specifications to printers and other external suppliers and together with the Studio Coordinator monitors production and implementation to ensure the quality of the delivered product.

Role dimensions

Decision making

- The role holder works independently within the parameters set by the *Studio Coordinator* and by the design brief provided by the client.
- Translates client needs to create innovative design solutions and recommends appropriate design options and materials.
- Make design decisions in consultation with the Head of Exhibitions, Studio Coordinator and the client or project team.
- Sources, recommends and oversees printers and other commercial suppliers, together with the Studio Coordinator.
- After initial discussion with their manager, the Graphic Designer is expected to operate independently with the day to day workflows of completing their design projects.

Reporting Line

This role reports to the Head of Exhibitions and on a day-to-day basis to the Studio Coordinator

Direct reports

N/A

Budget/Expenditure

Nil, but works within production budgets as allocated, depending on the nature of the project assigned

Key knowledge and experience

- Demonstrated high level of skill in creative design, and a portfolio of graphic design work across print, display and digital.
- Experience in print production processes and preparing finished artwork for print, display, web and digital.
- Advanced skills across the Adobe Creative Suite including InDesign, Photoshop and Illustrator.

Essential requirements

- Qualifications in Graphic Design or Visual Communication, or equivalent industry experience, minimum 3 years professional experience.

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

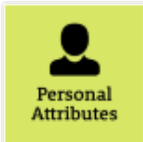
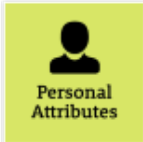
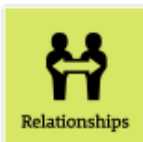
responsibilities. These groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role.

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.

Capability group/sets	Capability name	Behavioural indicators	Level
	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 and adaptable and respond quickly when situations change • Offer own opinion and raise challenging issues • Listen when ideas are challenged and respond appropriately • Work through challenges • Remain calm and focused in challenging situations 	Intermediate
	Manage Self Show drive and motivation, an ability to self-reflect and a commitment to learning	<ul style="list-style-type: none"> • Adapt existing skills to new situations • Show commitment to achieving work goals • Show awareness of own strengths and areas for growth, and develop and apply new skills • Seek feedback from colleagues and stakeholders • Stay motivated when tasks become difficult 	Intermediate
	Commit to Customer Service Provide customer-focused services in line with public sector and organisational objectives	<ul style="list-style-type: none"> • Support a culture of quality customer service in the organisation • Demonstrate a thorough knowledge of the services provided and relay to customers • Identify and respond quickly to customer needs • Consider customer service requirements and develop solutions to meet needs • Resolve complex customer issues and needs • Co-operate across work areas to improve outcomes for customers 	Intermediate



Deliver Results

Achieve results through the efficient use of resources and a commitment to quality outcomes

- 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



Plan and prioritise

Plan to achieve priority outcomes and respond flexibly to changing circumstances

- Understand the team/unit objectives and align operational activities accordingly
- Initiate, and develop team goals and plans and use feedback to inform future planning
- Respond proactively to changing circumstances and adjust plans and schedules when necessary
- Consider the implications of immediate and longer term organisational issues and how these might impact on the achievement of team/unit goals
- Accommodate and respond with initiative to changing priorities and operating environments

Intermediate



Project Management

Understand and apply effective planning, coordination and control methods

- Perform basic research and analysis to inform and support the achievement of project deliverables
- Contribute to developing project documentation and resource estimates
- Contribute to reviews of progress, outcomes and future improvements
- Identify and escalate possible variances from project plans

Intermediate



Technology










Understand and use available technologies to maximise efficiencies and effectiveness

- Apply computer applications that enable performance of more complex tasks
- Apply practical skills in the use of relevant technology
- Make effective use of records, information and knowledge management functions and systems
- Understand and comply with information and communications security and acceptable use policies
- 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.

Capability group/sets	Capability name	Description	Level
 Personal Attributes	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
 Personal Attributes	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Foundational
 Relationships	Communicate effectively	Communicate clearly, actively listen to others, and respond with understanding and respect	Intermediate
 Relationships	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Foundational
 Relationships	Work collaboratively	Collaborate with others and value their contribution	Intermediate
 Results	Think and solve problems	Think, analyse and consider the broader context to develop practical solutions	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	Foundational