

SENIOR GRAPHIC DESIGNER

Our City Vision:

Port Adelaide Enfield is a welcoming, liveable city: made by people.

Our Goals

Thriving Community <i>A city where people have the opportunity to connect and flourish</i>	Prosperous Economy <i>A city with a thriving economy that enriches its local community</i>	Clean And Green City <i>A city that values its natural environment</i>	Places For People <i>An accessible city where people love to be</i>
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Organisational Capability:

Our diverse workforce is resourced to deliver meaningful outcomes.
Our systems, processes and tools are contemporary and reflect leading practice.
Our assets and finances are managed with good stewardship.

We value our constructive workplace culture:

That is supportive, takes on challenges, seizes opportunity, builds great relationships and is proud of what we deliver for our diverse community. We inspire people to be creative, grow and learn. We place no limits on what we can achieve.

Our Organisational Values

Make a Difference We serve our community well <ul style="list-style-type: none">• Deliver public good• Improve the quality of people's lives• Community focussed• Deliver Council's City Plan	Grow & Improve We improve our work everyday <ul style="list-style-type: none">• Innovate• Continuously improve• Problem solve• Adapt & change• Engage the community• Shape the future	Better Together We collaborate & create to deliver meaningful outcomes <ul style="list-style-type: none">• Trust, honesty, integrity• Care & support each other• Work as a team• We celebrate success• We are accountable• Open communication
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The position is:

Position Title	Senior Graphic Designer		
Department & Section	Corporate Services - Customer Experience and Engagement		
Team	Marketing & Communications		
Reporting to	Marketing & Communications Leader		
Positions Reporting to it	NIL		
Classification and Stream	MOA 5		
Position Number	1101	Prescribed Position:	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>

How does this position contribute to our community?

This position strengthens how our community experiences and connects with the City of PAE. As the organisation’s lead design specialist, the Senior Graphic Designer ensures a consistent, high-quality visual brand across all marketing and communications, supports clear and engaging storytelling, and safeguards our reputation through expert design standards and advice.

What does the position do?

Delivers and oversees complex, high-profile and strategically significant design projects within the Marketing and Communications team including:

- Acts as PAE’s lead professional authority on graphic design and visual brand application.
- Owns, interprets and evolves the brand framework, style guides and visual standards.
- Leads and participates in brainstorming sessions to develop organisation-wide design concepts and strategies.
- Exercises professional judgement and autonomy on complex, sensitive or high-risk design matters.
- Works with marketing and communications business partners and clients to interpret the project, determine requirements and budgets.
- Provides expert advice and constructive challenge to stakeholders where design requests do not align with brand, accessibility, reputational or best practice requirements.
- Provides strategic design advice on major campaigns, corporate initiatives and community facing communications.
- Translates organisational objectives, policy intent and community outcomes into high impact visual communication strategies
- Contributes to campaign planning and concept development at an early, strategic stage, not solely at execution.
- Leads design quality assurance and peer review, ensuring consistency and excellence across all major outputs.
- Builds organisational capability by uplifting understanding of PAE’s visual brand and design standards.
- Develops visually engaging graphics, illustrations and layouts for print and digital media.
- Produces innovative ideas and concept designs within the constraints of cost and time.
- Determines strategies to deliver a clear message to a particular target audience.
- Prepares and delivers design presentations to internal stakeholders, explaining design concepts and rationale.
- Manages multiple design projects simultaneously, adhering to deadlines and delivering high-quality work.

POSITION DESCRIPTION



- Presents finalised ideas and concepts for approval and feedback to internal clients.
- Works as part of a team with writers, photographers, stylists, illustrators, other designers, account managers, web developers and marketing specialists.
- Ensures all finished materials comply with organisational policies, procedures and guidelines.
- Stays updated on design trends and best practices, and applies this knowledge to design projects.
- Photographs staff and community as required for various council stakeholder projects.
- Organises and prioritises workload within job management system.
- Other reasonable duties as required.

What outcomes does the position deliver?

- PAE's visual brand is strategically managed, protected and consistently applied across the organisation.
- Marketing and communications materials reflect PAE's brand values, attributes, personality and essence.
- PAE's style guide, design and brand manuals are well established and maintained.
- Campaigns are visually compelling, accessible and reputationally sound.
- Design standards and governance frameworks reduce brand risk, inconsistency and rework.
- Organisational capability in visual communication is strengthened through expert leadership and guidance
- Job management system is managed for design, marketing and communications projects.

The behaviours we expect the position to contribute to our workplace are:

- Effective communication and information sharing
- Customer focused and passionate about delivering for our community
- Alignment to PAE Values and Code of Conduct
- Interpersonal skills that build good work relationships
- Sound problem solving, innovative thinking and informed decision making
- Enthusiasm to complete tasks
- A commitment to personal development and improvement
- Adaptability and flexibility to new ideas and concepts

Qualifications for the position

- A tertiary qualification in Graphic Design is essential.
- Significant experience in a Graphic Designer position in a large, complex and diverse organisation is essential.
- Significant experience and advanced knowledge of graphics and publishing software including Adobe InDesign, Illustrator, Photoshop and MS Word, Excel and PowerPoint along with a thorough understanding of brand management principles is essential.

Experience

- Demonstrated experience providing expert graphic design advice in a complex, public facing or politically sensitive organisation.
- Experience leading brand governance, design standards or quality assurance at an organisational level.
- Proven ability to manage competing priorities and reputational risk with minimal supervision.
- Excellent communication and collaboration skills, with the ability to present and explain design concepts clearly.
- Experience liaising with external suppliers, e.g. printers, media outlets and signage makers.

POSITION DESCRIPTION



- Demonstrated experience of graphic design for print and digital media, in all forms.

Knowledge

- Comprehensive knowledge of principles related to graphic design.
- Strong understanding of typography, color theory, layout, and visual hierarchy.
- Comprehensive understanding of IT systems, especially with design and photo-editing software.
- Demonstrated knowledge of creativity and innovation in graphic design.
- Demonstrated knowledge of the latest graphic design trends and their role within a commercial environment.
- Excellent time management and organisational skills.

Information Management/Cyber Security

- Appropriate information management practices are implemented.
- Maintain knowledge and application of Council's IT systems relevant to role.
- Maintain a working understanding of and follow Council's cyber security controls.

Child and Vulnerable People Safe Environment

- A child and vulnerable people safe environment is maintained and promoted.
- Promote protection, safety and wellbeing of children and other vulnerable people.

Procurement and Contract Management

- Responsible for complying with council's procurement policy and processes.
- Proficient in the application and requirements of procurement within a Local Government context.
- Requirement to undertake regular training regarding procurement and contract management activities.

Our Safety and Return to Work Commitments

- Take reasonable care for their own health and safety.
- Take reasonable care that their acts or omissions do not adversely affect the health and safety of other persons.
- Comply, so far as reasonably able, with any reasonable instruction that is given to ensure their safety.
- Co-operate with any reasonable WHS policy or procedure relevant to their work.
- Participate in the RTW process if injured at work as set out in the Return-to-Work Act 2014.