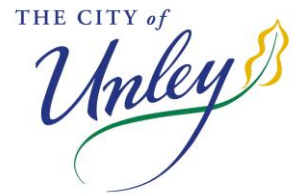


POSITION DESCRIPTION

CORPORATION OF THE CITY OF UNLEY



1. JOB IDENTIFICATION:

Title of Position: CREATIVE SERVICES OFFICER
Business Unit: STRATEGIC COMMUNICATIONS, MARKETING & ENGAGEMENT
Reports to: STRATEGIC COMMUNICATIONS, MARKETING & ENGAGEMENT LEAD
Classification: MOA 4, 0.6FTE

2. POSITION OBJECTIVES:

- Deliver high-quality graphic design and visual communication services across print and digital channels to promote the City of Unley's programs, services, events and initiatives.
- Strengthen brand recognition and maintain the City of Unley's visual identity by ensuring brand consistency across all communications, publications, campaigns and marketing collateral.
- Enhance the City's digital presence by creating accessible and engaging visual and written content for websites, social media, Unley Life magazine, e-newsletters and other digital platforms.
- Build professional and respectful relationships with internal departments, suppliers, and community members.
- Support the Strategic Communications, Marketing & Engagement Team in the development and delivery of integrated marketing and communication plans.



Better Together



Be Progressive



Strive for Excellence

3. KEY RESPONSIBILITIES:

Under the guidance of the Lead, Strategic Communications, Marketing & Engagement, the position is responsible for:

Creative & Design Services

- Design and produce high-quality visual content across print and digital formats that is on-brand, including, but not limited to social media graphics, flyers, signage, posters, corporate publications, advertisements and digital assets.
- Translate complex information into clear, engaging and visually compelling communications.

- Monitor, apply and uphold Council's brand identity, style guides and accessibility standards across all visual outputs.
- Develop and maintain templates, design assets and image libraries to support consistent and efficient content creation across the organisation.
- Liaise with external suppliers to coordinate production and delivery of finished products, including graphic designers, printers, photographers, videographers, digital agencies and related vendors.

Marketing & Campaign Support

- Develop campaign collateral, written and visual content across print and digital channels, ensuring alignment with objectives, target audiences and key messages.
- Support the co-ordination of corporate publications, newsletters, direct mail, annual reports and promotional collateral.
- Prepare briefs, coordinate quotes, manage timelines and oversee quality delivery of outsourced services.

Digital Content & Channels

- Design and evolve digital templates for social media, website and digital screen content.
- Develop engaging content for social media and e-newsletters, including graphics, short-form video and written content.
- Stay informed of digital trends, tools and emerging technologies to enhance creative and marketing outcomes.

Collaboration & Service Delivery

- Work collaboratively with internal stakeholders to understand project needs and deliver effective visual communication pieces and marketing solutions.
- Manage multiple projects simultaneously, ensuring timely delivery and quality outcomes.

Staff must comply with WHS and Return to Work SA legislation requirements and relevant WHS policies, procedures and safe work practices implemented by the City of Unley.

Work Health and Safety (WHS) Responsibilities:

- Actively support and contribute to the City of Unley's proactive safety culture by always demonstrating safe behaviours and respectful conduct.
- Identify and promptly report hazards, unsafe conditions, near misses, injuries, incidents, aggression, or property damage to their Program Coordinator.
- Take reasonable care for their own health and safety and ensure their actions do not adversely affect the health, safety, or wellbeing of others.
- Follow all requirements outlined in the City of Unley's WHS Management System, including relevant safe work procedures and emergency protocols.
- Attend required WHS inductions, training, and briefings, and follow all instructions, guidance, and safety advice provided.
- Use plant, equipment, and personal protective equipment correctly and only for its intended purpose and report any defects or damage.
- Immediately cease work and notify their leader if they believe a task presents an uncontrolled or serious risk.
- Raise concerns respectfully where tasks, workload, behaviours, or interactions may present physical or psychosocial risk.
- Support a respectful and inclusive environment free from bullying, harassment, discrimination, or inappropriate behaviour.
- Participate in safety discussions, reviews, or improvement activities where reasonably requested.
- Comply with emergency management procedures, including evacuation and incident response instructions.

SAFE ENVIRONMENT:

- Comply with the City of Unley Safe Environment policy and all relevant policies and procedures.
- Notify the Department of Human Services if, on reasonable grounds, you suspect that a child has been or is being abused or neglected if the suspicion is formed in the course of your work while carrying out official duties.
- Notify the Department of Human Services if, on reasonable grounds, you suspect that an aged and/or vulnerable person has been or is being abused or neglected if the suspicion is formed in the course of your work while carrying out official duties.
- Seek advice and support from your Team Leader, Manager or the People & Culture team if a notification is required.
- Advise your Team Leader, Manager or the People & Culture team if there is a change in your criminal history status and undertake a Department of Human Services Screening every three or five years (time frame is related to specific clearance type), unless more regular screening is required for legislative purposes.

EQUAL OPPORTUNITY EMPLOYMENT

Contribute to the promotion and adherence of the employee conduct standards and in particular Equal Opportunity by adhering to the provisions of relevant legislative requirements.

Actively support and contribute to the City of Unley's organisational values.

OUR VALUES





Better Together

Looks like ...

- Everyone matters
- Embrace diversity and difference
- Work as a team
- Collaborate with others
- Show care and support
- Share information and share the load
- Celebrate the wins, and the effort to get there



Be Progressive

Looks like ...

- Adapt, experiment and try new ways
- Be agile, open and take the right risks
- Seek new information & perspectives
- Learn and grow
- Embrace challenge and take action
- Shape the future



Strive for Excellence

Looks like ...

- Deliver our best work
- Set the benchmark high
- Be the best at getting better
- Reflect, evaluate and measure
- Achieve outstanding results
- Have pride in working for local government

4. PERFORMANCE AND SKILL REQUIREMENTS:

a) Qualifications/Experience

Essential

- Tertiary qualification in graphic design, marketing, communications, or a related discipline, and/or relevant experience.
- Demonstrated experience in both graphic design and/or marketing/digital content roles.
- Experience creating visually engaging content across print, digital and social media platforms.
- Minimum three years' experience in a similar or related role.

NOTE: Copies of the above listed qualifications/licences/certificates are required as evidence on appointment.

Desirable

- Experience in local government or community-focused organisation.
- Experience with email marketing platforms (e.g. Mailchimp, Campaign Monitor).

b) Knowledge

Essential

- Strong understanding of branding and visual communication principles.
- Knowledge of digital marketing, social media platforms, content management systems and strategies.
- Understanding of accessibility standards (WCAG) and inclusive communication practices.

Desirable

- Ability to interpret marketing briefs independently and deliver effective communication outcomes.
- Ability to develop and deliver marketing and communication plans.

c) Skills

Essential

- Strong graphic design skills with proficiency in Adobe Creative Cloud (InDesign, Illustrator, Photoshop) and Canva.
- Ability to create engaging content across multiple formats including digital, print and basic video.
- Strong written communication skills, with the ability to adapt tone and style for different audiences.
- High attention to detail and commitment to quality and brand consistency.

Desirable

- Video editing and motion graphics skills.
- Photography skills.

d) Personal Attributes

Essential

- Creative and solutions-focused, with a strong eye for design.
- Collaborative and approachable, with the ability to build effective working relationships.
- Strong time-management skills, with the ability to be flexible and agile.
- Organised and able to manage multiple priorities in a fast-paced environment.
- Curious and proactive, with an interest in emerging trends in design, marketing and digital solutions.
- Open to learning and continuous improvement.

Desirable

- Strategic mindset with the ability to connect creative outputs to broader organisational goals.
- Community-focused, with a commitment to delivering meaningful outcomes.

By signing this position description, the employee and the employee's manager agrees that it is an accurate reflection of the responsibilities and requirements of the position:

Incumbent:

Date:

Manager:

Date: