

POSITION DESCRIPTION

Graphic Designer

POSITION TITLE	Graphic Designer	POSITION CODE	CCS413
DIRECTORATE	Shire Connections	SECTION	Customer Experience and Engagement
REPORTS TO	Senior Graphic Designer and Brand Advisor	GRADE	F
DATE PD APPROVED	March 2021	LOCATION	Picton
DATE PD REVIEWED	August 2025	DIRECT REPORTS	Nil

COUNCIL OVERVIEW

Working at Wollondilly Shire Council, you will help to achieve our organisational vision, *Making Wollondilly even better, together*. All of our staff live and role model our Corporate Values of Accountability, Agility, Service Excellence, Integrity and Collaboration.

PRIMARY PURPOSE OF THE POSITION

The purpose of this role is to develop and design communications and marketing assets and corporate publications that effectively reflect Council's corporate brand and identity and efficiently communication with a range of stakeholders.

KEY ACCOUNTABILITIES

- Assist with the design, layout and production of a range of materials for print and digital communications, which effectively communicate with residents, visitors and businesses.
- Develop creative concepts to apply to all communications materials.
- Ensure all publications produced by council are to the highest visual design standards.
- Provide creative design advice to the Senior Graphic Designer and Brand Advisor to help develop appropriate and innovative communication strategies to achieve Council objectives.
- Application of creative skills, up-to-date knowledge of design industry, software trends and techniques.
- Assist in the review and maintenance of Council's corporate brand and identity.
- Assist in the maintenance of Council's digital image library and corporate document templates.
- Take photographs for use in communication materials.
- Provide professional advice to the Team leader and Senior Graphic Designer and Brand Advisor in relation to communication matters.
- Ensure services and communications with the public and external bodies are of a timely and quality standard. Maintain standardisation of corporate imaging in the style and format of all publications, brochures, media releases and other community information.
- Be an active member of the team.
- Additional duties as required within the limits of the employees skill, competence and training.

KEY CHALLENGES AND COMPLEXITIES

1. To balance competing priorities and deadlines.

KEY RELATIONSHIPS

INTERNAL INFLUENCE

All Wollondilly Shire Council Staff

WHY?

The position provides services and advice to internal clients and needs to maintain positive working relationships with all levels of staff.

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EXTERNAL INFLUENCE

External contractors and suppliers

WHY?

To act as a point of contact and maintain high levels of customer service for any external contractors and/or suppliers.

AUTONOMY AND DECISION MAKING

The role requires the employee to work independently, as well as work collaboratively as part of a team to achieve organizational and team goals. Decisions are made within the scope of Council's policies as delegated from time to time by the Chief Executive Officer. Please see delegations list for full description of authority.

CODE OF CONDUCT, POLICIES, PROTOCOLS AND PROCEDURES

Employees are to adhere to Council's Code of Conduct, policies, protocols and procedures at all times.

FRAUD AND CORRUPTION PREVENTION

Council has a zero tolerance towards fraud, corruption or any behaviour that may bring Council into disrepute with the community. All Council has employees have a responsibility to identify, prevent and report fraud, corruption and behaviour that may bring Council into disrepute.

RISK RESPONSIBILITIES

Employees have a day to day responsibility to identify, analyse, evaluate and treat all risks that relate to their role and Council.

CAPABILITIES FOR THE POSITION

The Local Government Capability Framework describes the core knowledge, skills and abilities expressed as behaviours, which set out clear expectations about performance in local government: 'how we do things around here'. It builds on organisational values and creates a common sense of purpose for elected members and all levels of the workforce. The Local Government Capability Framework is available at <https://www.lgnsw.org.au/capability>

Below is the full list of capabilities and the level required for this position. The capabilities in bold are the focus capabilities for this position. Refer to the next section for further information about the focus capabilities.

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Capability Group	Capability Name	Level
 Personal attributes	Manage Self	Foundational
	Display Resilience and Adaptability	Intermediate
	Act with Integrity	Foundational
	Demonstrate Accountability	Foundational
 Relationships	Communicate and Engage	Intermediate
	Community and Customer Focus	Intermediate
	Work Collaboratively	Foundational
	Influence and Negotiate	Foundational
 Results	Plan and Prioritise	Intermediate
	Think and Solve Problems	Foundational
	Create and Innovate	Intermediate
	Deliver Results	Intermediate
 Resources	Finance	Foundational
	Assets and Tools	Foundational
	Technology and Information	Intermediate
	Procurement and Contracts	Foundational

The focus capabilities for the position are those judged to be most important at the time of recruiting to the position. That is, the ones that must be met at least at satisfactory level for a candidate to be suitable for appointment.

Group and Capability	Level	Behavioural Indicators
Personal Attributes Display Resilience and Adaptability	Intermediate	- Adapts quickly to changed priorities and organisational settings - Welcomes new ideas and ways of working - Stays calm and focused in difficult situations - Perseveres through challenges - Offers own opinion and raises challenging issues

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Group and Capability	Level	Behavioural Indicators
Relationships Community and Customer Focus	Intermediate	- Identifies and responds quickly to customer needs - Demonstrates a thorough knowledge of services provided - Puts the customer and community at the heart of work activities - Takes responsibility for resolving customer issues and needs
Results Plan and Prioritise	Intermediate	- Participates constructively in unit planning and goal setting - Helps plan and allocate work tasks in line with team/project objectives - Checks progress against schedules - Identifies and escalates issues impacting on ability to meet schedules - Provides feedback to inform future planning and work schedules

SELECTION CRITERIA INHERENT REQUIREMENTS

Essential Experience

- Sound knowledge of Microsoft Office Applications.
- High level technical skills and expertise using Adobe applications such as Photoshop, Illustrator, InDesign and Acrobat.
- Demonstrated experience creating effective visual communication pieces from inception through to finished product.
- Experience creating communication and marketing assets for a range of mediums including print and electronic media and for a range of target audiences.
- Demonstrated ability to develop and maintain professional relationships and work as part of a team.
- Ability to be flexible and adaptive to changing customer demands, emerging trends, mediums and technologies and corporate requirements.
- Demonstrated ability to think creatively when responding to design briefs with minimal detail.
- Ability to provide high level customer service to internal and external stakeholders.
- Ability to manage workloads in tight timeframes and work with the team to plan and prioritise work to meet organisational demand.
- The ability and commitment to work flexible hours including working evenings and weekends.

Essential Qualifications, licences and tickets

- Minimum Certificate III qualifications in Graphic Design or minimum 2 years' experience in the Graphic Design industry.

DESIRABLE REQUIREMENTS

- Experience and skills in digital photography.
- Experience and skills in Canva.

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- Local Government experience.
- Current Class C Drivers Licence.

ACCEPTANCE OF POSITION

I have read and understand the contents of the position description for my role and agree to work in accordance with the requirements of the position. I understand this position description is designed to guide the responsibilities and activities to be undertaken in this position and is not intended to be an exhaustive list. I understand that this position description may change with organisational requirements and the tasks and responsibilities outlined in the position description may vary from time to time.

Signature:

Date:

WHS PHYSICAL TASK REQUIREMENTS

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PHYSICAL TASK REQUIREMENTS

Physical Demands – General

- Data Entry – tasks involve the use of hands and arms to enter data on a computer with the use of a keyboard and/or mouse.
- Writing – tasks require written correspondence to be done.
- Close eye work – tasks involve the inspection of small defects/small parts
- Verbal communication – tasks involve constant verbal communication with others face to face and via telephone.
- Driving – tasks involve operating a manual or automatic vehicle or item of plant
- Sitting – tasks involve the prolonged periods in a seated position.
- Colour Perception – tasks require you to be able to differentiate between colours.

Physical Demands – Manual Handling

- Bending/Twisting – tasks involve forward or backward bending or twisting at the waist.
- Reaching – tasks involve reaching with arms raised above shoulder height or forward reaching with arms extended
- Kneeling/Squatting – tasks involve the need to bend down in order to work at lower levels
- Light lifting/carrying – tasks involve raising, lowering, pushing, pulling, striking or moving objects away from or towards the body or the use of tools, equipment or the moving of materials:
 - Heavy

Working Environment

- Working indoors – tasks involve exposure to air conditioning and non-air conditioned work spaces.
- Working Outdoors – tasks involve exposure to sunlight, wind, rain, and varying temperatures

Psychological Demands

- Information ordering – tasks involve arranging things in a certain order.
- Language skills – tasks involve the ability to read, analyse & interpret reports, correspondence, forms, technical drawings, legislation and policies.
- Making Decisions – tasks involve making decisions and operating under short time frames and/or deadlines.
- Mathematical Deduction – tasks involve the ability to calculate figures and amounts and to apply mathematical concepts to practical solutions
- Dealing with the public – tasks involve regular contact with the public using tact and diplomacy.
- Supervising Staff – tasks involve the direct supervision of staff.

WORK HEALTH AND SAFETY

Employees – must cooperate with the employer to ensure the provision of a safe and healthy place of work.

Responsibilities

- To comply with all reasonable direction given to them by their immediate Supervisor.
- To follow and comply with the direction contained in documented WHS procedures, Safe Work Method Statements or Risk Assessments.
- To perform their duties in a safe manner, and to take reasonable care for the safety of others at work.
- Ensure that all incidents and near misses are reported to their immediate Supervisor.
- To use and maintain all safety equipment and personnel protective equipment (PPE) where directed by the Supervisor or signage.

WHS PHYSICAL TASK REQUIREMENTS

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- To be proactive in the identification of potential hazards that may be present in the workplace.

Accountability

- Employees will be held accountable for failing to comply with the Work Health and Safety responsibilities listed above.

Authorities

- Employees will have the authority to control any Work Health and Safety issue pertaining to their work activities at their place of work and/or to cease work when there is a genuine concern of risk to their own safety or that of others in the workplace.
- Where the ability to control a Work Health and Safety issue beyond, or progresses beyond an employee's authority, the issue is to be escalated to the next appropriate level of management.

ACCEPTANCE OF WHS REQUIREMENTS

I have read and understand the contents of WHS Physical Tasks and Requirements for my role and agree to work in accordance with the requirements of the position.

Signature:

Date: