

Information Pack

Senior Graphic Designer

Your application must be lodged online – [City of Rockingham Jobs List](#)

Applications must be received by **8am, Monday 16 November 2026**.

The City reserves the right to close applications early, should it consider a suitable pool of candidates have been received. This means the position may close without notice. If you are interested in the position, we highly recommend that you apply as soon as possible.

In the interests of fairness and equity, late applications WILL NOT BE ACCEPTED

You will be required to provide your response to each criterion during the online application process.

"Refer to Resume" is not accepted as a response; your application will be regarded as incomplete and will not proceed.

Employment Conditions

Location	Administration Buildings, Rockingham
Agreement	City of Rockingham Industrial Agreement 2024, or its successor
Gross Salary	\$102,707 to \$110,461 per annum (depending on skills and experience)
Tenure	Permanent, Full Time
Hours of Work	An average of 38 hours per week, worked Monday to Friday. The City offers flexible working hours, enabling employees to work a 19-day month (ie 152 hours worked over 19 days, with the 20 th day rostered off). Other options may be discussed and agreed with the work area Manager.
Superannuation	12% with the option to co-contribute up to 5%
Annual Leave	Four weeks per annum
Sick Leave	76 hours per annum, accrued on a monthly basis
Long Service Leave	13 weeks of long service leave after 10 years of continuous local government service, transferable between all Local Government Authorities in Western Australia
Probationary Period	Three months; may be extended to six months
Integrity assessments that form part of our recruitment process	If your application progresses beyond interview you will be required to: • Provide referee details so we can conduct reference checks; at least one referee must be a current or immediate past supervisor or manager. We do not contact your referees until you give us consent to do so. • Obtain a National Police Check – this is an online process and you will be contacted by our provider. The cost of the check is paid by the City. A prior conviction is not an automatic barrier to employment with the City. The Human Resource Development team and Director will assess each case on merit and give approval for the recruitment process to continue, or not. • Participate in a medical assessment (including a drug and alcohol screen); the cost of this will be met by the City.

Position Description



Title:	Senior Graphic Designer
Tenure:	Permanent, Full time
Division:	General Management Services
Level:	6 Industrial Agreement General Classification

RESPECT – our Values Statements

Recognition – We encourage positive feedback, recognising and celebrating each other's contribution and achievements, no matter how small

Ethics – We know the difference between right and wrong, and recognise the importance of honesty and ethical behaviour

Service – We always aim to deliver excellent service to our customers, stakeholders and fellow staff

Professional Development – We commit to learning and training activities that assist our personal and professional development, and create pathways for promotion within the organisation

Empowerment – We make considered and informed decisions supported by training, encouragement and being able to learn from our experiences

Communication – We expect to be kept informed about important issues and we commit to always listening, asking questions and sharing information

Teamwork – We work together both within and across teams, help out whenever we can, and understand that it's not just about 'our team'



Position Objectives

- **Deliver high-quality visual communications** - Deliver professional, high-quality visual communications that support the City's Strategic Community Plan, organisational priorities and approved marketing and communications strategies.
- **Ensure brand, style and accessibility compliance** - Ensure all visual communications comply with the City's Style Manual, brand standards and accessibility requirements, delivering clear, consistent and inclusive content for the community.
- **Support integrated communication outcomes** - Work collaboratively with the Senior Marketing and Communications Officer to provide visual design expertise that strengthens integrated marketing and communications initiatives and aligns with campaign objectives.
- **Provide accountable, specialist design and print leadership** - Provide authoritative advice on visual communication, branding and design best practice, and outsourced print production to ensure quality, accuracy and timely delivery
- **Strengthen and govern the City's visual identity** - Maintain and enhance the City's visual identity through effective governance of brand standards, templates and creative assets across all communication channels.

- **Drive effective delivery and continuous improvement** - Build productive stakeholder relationships to deliver agreed outcomes within timeframes, while identifying and implementing improvements to design processes and creative capability.

Organisational Relationships

Reporting to:	Media and Communications Coordinator
Responsible for:	Nil
Membership of:	Strategy, Marketing and Communications team
Liaison with:	Mayor, Chief Executive Officer, Directors, Managers, City of Rockingham employees, relevant suppliers, customers and clients

Organisational Chart

Manager Strategy, Marketing and Communications
Strategic Projects Coordinators
Media and Communications Coordinator
Senior Graphic Designer
Senior Marketing and Communications Officer
Marketing and Communications Officers
Marketing and Communications Support Officer
Administration Assistant

Key Responsibilities

- Work collaboratively and closely with the Media and Communications Coordinator and the Senior Marketing and Communications Officer to support integrated marketing and communications initiatives, ensuring strong visual alignment with campaign objectives and messaging.
- Provide specialist design advice to internal stakeholders and work collaboratively to develop creative solutions aligned to the project and City objectives
- Create engaging graphic and digital content for the website, print, social media and other communication channels
- Apply and uphold the City's Style Manual and brand standards across all visual communications to ensure clear, consistent and accessible outcomes.
- Develop, maintain and manage branded templates, design assets and visual resources to support consistent use across the organisation.
- Provide advice and guidance on correct application of branding, design standards and visual accessibility requirements.
- Review and quality-assure internally and externally produced materials to ensure accuracy, brand compliance and production quality.
- Coordinate outsourced print jobs from briefing through to delivery, including preparing print-ready artwork, obtaining quotes, managing timelines and liaising with suppliers.
- Check proofs and final print materials to ensure they meet brand, accessibility and quality requirements before approval.

- Manage multiple design projects concurrently, balancing priorities and meeting agreed timeframes.
- Contribute to continuous improvement of branding, style and print production processes

Customer Service

- Foster, advocate and implement the City's Customer Service Commitment
- Through the delivery of outstanding service, establish a reputation of customer service excellence throughout the organisation

Corporate Compliance

- Maintain safe and compliant work practices in accordance with the City's Code of Conduct, Work Health and Safety (WHS) legislation, Risk Management, Contract Management, Project Management, Procurement and Recordkeeping Frameworks and all other relevant Council policies, standards and procedures
- Identify and report on operational risk in accordance with the Risk Management Framework
- Demonstrate a commitment to WHS and the assessment/management of safety risk that is consistent with the WHS Roles and Responsibilities Framework

General

- Foster, advocate and implement the City's RESPECT Values Statements
 - Perform other duties as directed when appropriate to the scope and level of this position.
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Requirements of the Job

Skills, Knowledge and Experience

Essential

- Demonstrated experience in graphic design or visual communications
- Demonstrated advanced skills in Adobe Creative Cloud, including InDesign, Illustrator and Photoshop, Canva and Adobe Premiere Pro
- Demonstrated strong understanding of brand management, visual identity systems and style manuals
- Ability to translate complex or technical information into clear, engaging and accessible visual content
- Sound knowledge of accessibility standards and inclusive design principles (e.g. WCAG)
- Well-developed organisational skills, with the ability to manage multiple priorities and meet deadlines
- Strong interpersonal and communication skills, with the ability to provide clear advice to internal stakeholders and external suppliers
- Understanding of, or ability to acquire knowledge of, relevant local government legislation and standards impacting communications and design
- Demonstrated experience in photography and video production for communication and marketing purposes

Qualifications, Certifications and Licences

Essential

- Tertiary qualification in graphic design, visual communication or a related discipline
- Current 'C' class driver's licence

Scope of Position

- Works under the general direction of the Media and Communications Coordinator
 - Working collaboratively with the Senior Marketing and Communications Officer, the position supports integrated campaigns and communication activities, while reporting to the Media and Communications Coordinator for the prioritisation and delivery of work. The role exercises professional judgement, operates with a high level of autonomy, and is accountable for maintaining the City's visual identity in line with the Style Manual and brand standards
 - The role contributes to the planning and delivery of clear, consistent and accessible visual communications across print, digital and multimedia channels
 - Establishes priorities and manages multiple print and design workflows concurrently, balancing priorities and meeting agreed timeframes
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Certification

Approved by	Manager Strategy, Marketing and Communications	Date reviewed	October 2026
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Submitting Your Application

The following information will assist you in preparing your application. All applications are reviewed by a selection panel which determines the candidates who are the strongest overall match to the requirements of the position. The selection panel will base its decision on the information you provide.

Canvassing of elected members will eliminate you from the recruitment process.

Curriculum Vitae or Resume (Required)

This summarises your work history and should start with the most recent or current position. You should include employment dates (months), details of duties, and highlight your achievements in each job.

You should also include your qualifications and training achievements. Be sure to include any study you are currently undertaking and membership of professional bodies.

It is also beneficial to outline any activities you have undertaken outside of work that are relevant to your application.

Selection Criteria (Required)

The selection criteria relevant to this role are specified in the advertisement and you must address these as part of your application.

If you do not address the selection criteria, your application will be regarded as incomplete and it will not proceed.

Covering Letter (Optional)

You may wish to summarise your application and emphasise your strengths and achievements that are relevant to the role.

Referees

Referees should be contacted for approval before listing them in your curriculum vitae. It is preferable that at least one referee be a current or recent supervisor/manager.

Provide names, work addresses and contact telephone numbers of referees.

Only referees who are able to comment on your work experience (preferably against the Requirements of the Job) should be included.

Qualifications, Certificates, References, etc.

Please do not send original documents. You may attach photocopies of relevant qualifications, certificates, references, etc. to your application.

If you are the successful candidate, we will need to sight original qualifications and/or verify conferral of the qualification.

If you have any queries

Please contact a member of the Human Resource Development Team.
jobs@rockingham.wa.gov.au
