Role Description

Role title:	Classification:
Senior Visual and Multimedia Designer	ASO6
Division/Business unit:	**Reports to:**
Office of the Chief Executive and Governance / Communications and Engagement	Lead, Visual Communications

Role purpose:

The Senior Visual and Multimedia Designer is a role within Communications and Engagement and is accountable to the Lead, Visual Communications for:

- Providing creative expertise within the Visual Communications team and contributing to the Department's goals through the delivery of high-quality graphic design and multimedia production.
- Contributing to the development of and implementation of the Department's branding strategy and providing strategic design and branding advice.
- Providing a design consultancy service to the Department to assist with resolving communications challenges through the provision of graphic design recommendations that are relevant, effective and understood by the audience.
- Producing creative graphic design products in print and digital formats that comply with the Department's style guide and whole of government style guidelines, including branding and accessibility.
- Acting as a brand custodian to ensure the Department's branding is implemented accurately and consistently.

Key outcomes and accountabilities:

1. Contribute to the review and continuous improvement of the brand guidelines and governance, standards and quality assurance processes and templates, adhering to accessibility standards and whole of government requirements.
2. Collaborate with colleagues across the Department to facilitate client-centric design services and production, delivering a positive client experience.
3. Provide high-level visual and multimedia communications advice to internal and external stakeholders.
4. Contribute to the day-to-day development and delivery of the Department's graphic design and multimedia products, including printed materials and digital content.
5. Proactively investigate, assess, and advise design, multimedia and production trends, media and promotional tools with a view to developing strategic and innovative practices.
6. Provide professional advice on production, storyboarding, location scouting and filming for video and photography production.
7. Contribute to the development of communication plans and activity calendars by providing expert advice on appropriate design and multimedia executions to help internal clients meet their goals and objectives.

Note: Any other responsibilities in line with the classification level of the role as assigned by Line Manager and/or the Department. The responsibilities as specified above may be altered in accordance with the changing requirements of the role.

Special conditions:

- ***MANDATORY:*** Prior to being employed, the successful applicant will be required to obtain a National Police Check if new to the Department and a satisfactory Employment-related Screening Check where this is required for the role.

Key Relationships/Interactions:

- Lead, Visual Communications (line manager)
- Visual and Multimedia Designer
- Communications and Engagement Directorate
- Internal stakeholders (customers) within the Department
- External suppliers and agencies

Budget/Delegations:

No budget or delegations accountabilities for this role.

DHS expectations and values: (Organisational contribution)

- Understand and follow workplace safety initiatives, identify hazards and contribute to a safe working environment, as well as follow procedures to manage and minimise risks within DHS.
- Follow the principles of a sustainable working environment by following departmental greening initiatives.
- Model ethical behaviour and practices consistent with the SA Government Code of Ethics for Public Sector Employees, Values and DHS Working with Children and Young People Code of Conduct.
- Understand and follow the principles and practices of the Information Sharing Guidelines for Promoting Safety and Wellbeing (ISG) and the DHS Appendix to the ISG to facilitate appropriate information sharing practice within the context of this department.
- Take action and provide services that are inclusive of Aboriginal people, people from culturally and linguistically diverse backgrounds, LGBTQIA+ people and people living with disability, as well as engaging in learning about other cultures and diverse communities to better establish relationships and improve services.

Role specific capabilities: *(Skills, experience, knowledge, attributes)*

1. **Customer Service –** Proven ability and experience in the planning and delivery of timely, appropriate and high-quality design services to clients that are on time, on budget and meet customer expectations.
2. **Graphic Design Capability –** Proven skills and experience in producing visually compelling design products that are on brief, relevant to the audience and assist in the achievement of communications objectives.
3. **Digital Communication –** Demonstrated experience across digital platforms (mobile and desktop), photography, video, animation and print.
4. **Communication Skills –** Strong written and verbal communication skills, together with a demonstrated ability to translate client's needs into a creative direction that meets business objectives.
5. **Creativity –** Strong aesthetic skills with the ability to combine various colours, fonts and layouts.
6. **Attention to Detail –** Demonstrated experience to apply a critical eye and maintain strong attention to visual details.
7. **Brand Ambassador –** Experience developing, representing and maintaining operating standards and brand guidelines.

Qualifications:
Essential: Not applicable **Desirable:** Advanced skills using Adobe CC, including InDesign, Photoshop, Illustrator and Premiere Pro, and a bachelor's degree in graphic design, digital media, marketing or other relevant field alongside experience in developing and implementing branding and brand guidelines and working in an agency-style environment, preferably with some experience in a senior or lead role.

Key leadership competencies and expected behaviours at this classification:
Supports and implements strategic direction ☒ Understands the big picture and contributes to the development of strategic direction for the BU. ☒ Assumes ownership of team goals and business objectives. ☒ Works with a whole-of-government mindset and aligns objectives with organisational priorities. ☒ Look for opportunities to initiate continuous improvement. Communicates effectively in times of uncertainty. ☒ Identifies and analyses complex problems relating to the team's work objectives.
Achieves and monitors own results ☒ Delivers results and improvements to meet team objectives. ☒ Evaluates existing systems and resources, and identifies opportunities for development and improvement. ☒ Makes decisions and manages risks affecting the team and individual role, even in ambiguous situations. ☒ Abides by the laws, regulations and policies determining team and individual role activities. ☒ Holds self and others accountable for reaching team outcomes, and escalates issues where necessary. ☒ Monitors team/project performance and seeks feedback to guide improvements. ☒ Develops job-specific expertise and builds on the knowledge and skills of self and others to achieve objectives.
Enhances service delivery excellence ☒ Adds value to the BU by setting, reaching and encouraging high performance standards. ☒ Identifies and raises awareness of trends, potential problems and opportunities to meet the current and future needs of the business. ☒ Provides others with ongoing feedback and coaching for development. ☒ Identifies learning opportunities and encourages innovation and resourcefulness to meeting team performance standards. ☒ Embeds a strong customer service ethos by understanding needs. ☒ Effectively manages resources to meet competing and complex demands.
Cultivates productive working relationships ☒ Seeks to understand the perspectives of others and the implication in the wider public sector. ☒ Tailors approach to the audience or situation to ensure information is understood and key actions are agreed upon ☒ Constructively manages and resolves conflict by identifying boundaries and appropriate workarounds. ☒ Genuinely values the input, expertise and experience of others; promotes information sharing to gain new insights and deliver outcomes. ☒ Engages in strategic relationships with internal and external stakeholders. ☒ Is sensitive towards diverse agendas, concerns, interests and views and can adapt approach accordingly
Exhibits personal drive and professionalism ☒ Acts with integrity and promotes consistency among principles, organisational values and ethical behaviour. ☒ Displays belief in own strengths and abilities; challenges issues constructively and acknowledges mistakes. ☒ Adapts effectively to changing priorities and work demands, responding in a controlled manner. ☒ Self-evaluates performance, seeking feedback from others; recognises how behaviour impacts others. ☒ Promotes a culture that values respect and diversity within the team, and models this in all interactions. ☒ Ensures a focus on wellbeing and safety for self and others, and raises concerns where necessary.

Approval:		
Assessed by: Lazaras Panayiotou, Assistant Human Resources Business Partner		Date: 15/08/2024
Approved by: Shelaye Boothey, Director, Communications and Engagement		Date: 15/08/2024