

GRAPHIC DESIGNER

JOB DESCRIPTION

HAWKE'S BAY REGIONAL COUNCIL

POSITION TITLE:	Graphic Designer		
GROUP:	Corporate Services	SECTION:	Marketing Communicatiosn (MarComms)
REPORTS TO:	Marketing Communications Manager		
RESPONSIBLE FOR:	N/A		
FAMILY:	OS8	GRADE:	12
DATE REVIEWED:	November 2020		

HBRC STRATEGY

Our Vision:

We want a healthy environment, a vibrant community and a prosperous economy.

Our Purpose:

We work with our community to protect and manage the region's precious taonga of rivers, lakes, soils, air, coast and biodiversity for health, wellbeing and connectivity.

Our Values:

- **Partnership and Collaboration:** We work with our community in everything we do
- **Accountability:** We hold ourselves to account to deliver results, be responsive to community expectations, and the best use of ratepayers' funds and assets
- **Transparency:** We report on what we do and the value this delivers for our community
- **Excellence:** We set our sights and expectations high, and never stop striving to do better

Our Focus:

- **Water quality, safety and certainty** ~ *Kia kounga, kia haumaru, kia pumau te pai o te wai*
- **Smart. Sustainable land use** ~ *kia koi, kia ukauka te whakamahinga o te whenua*
- **Healthy and functioning biodiversity** ~ *kio ora, kia mahi tika te kanorau koiora*
- **Sustainable services and infrastructure** ~ *kia ukauka nga ratonga me nga hanganga -rohe*

POSITION SUMMARY

The role of Graphic Designer is to provide relevant, professional input for the marketing and communications team to ensure the achievement of team objectives as outlined below. The Graphic Designer role requires professional input which relates to individual experience and skills, the needs of the role and any activities that extend and provide for professional development.

GROUP AND TEAM GOALS:

The MarComms team provides the following role and functions as part of the Corporate Services Group:

- Provides organisation-wide specialist advice and direction on marketing, communication and community engagement initiatives, including plans and supporting outputs
- Implements the strategic intention of the Regional Council, using a range of channels, including websites, intranet, video, social and other digital media, print, events, administration, management and maintenance processes
- Ensures the Regional Council communicates in a professional, consistent manner
- Ensures the regional community is well informed of the Regional Council's work
- Ensures that internal communication is timely and appropriate
- Promotes environmental awareness, ownership and action through information, education and behaviour change activities

ORGANISATIONAL CONTEXT



JOB SPECIFIC ACCOUNTABILITES

- Provide the creative concepts and design solutions required for all aspects of the Council's business and its brands.
- Deliver work which is aligned with the Council's brand strategy and established guidelines.
- Effectively manage all design processes from concept creation to delivery to ensure a high standard of presentation and branding awareness.
- Maintain a current, professional knowledge of graphic design applications, systems and processes.
- Stay up to date with industry developments and technical tool development.
- Provide a high-quality of customer service – be timely, accurate, practical and consistent – to meet customer needs.
- Work closely with a variety of internal customers across the Council to identify requirements and ensure a clear mutual understanding of the final outcome.
- Collaborate with external suppliers to maintain quality relationships and ensure quality delivery.
- Conduct and maintain quality assurance measures for digital and print publication, with ownership of digital assets, i.e. photo and brand library.
- Build and maintain positive and professional working relationships with the MarComms team.

FUNCTIONAL RELATIONSHIPS

Internal

- Group Manager
- Executive Leadership Team
- Elected members
- Team members

External

- Consultants and contracts
- Government agencies and departments
- Local authorities
- Technical and legal professionals
- Iwi and other community groups
- Members of our community

COMMUNITY RELATIONSHIPS

Fostering good working relationships is fundamental to the successful achievement of all strategic goals. We know we can't achieve change without the people (our community) outside our business. As expressed in our purpose statement, "working with our community" is at the heart of everything we do. This is particularly relevant to our relations with Tāngata Whenua in terms of co-governance and co-management. Successful relationships involve building trust. Which in turn enables us to support each other to respond to new challenges as they arise.

As such all HBRC staff are expected:

- Professional attitude is projected at all times in dealing with external contacts.
- Information is accurate and is provided in a timely manner.
- Outcomes that are fair and clearly understood by both parties are achieved
- Customers are satisfied with responses to written or verbal requests for information.

CONTINUOUS IMPROVEMENT

All Hawke's Bay Regional Council (HBRC) staff are expected to actively and enthusiastically promote the concept of continuous improvement in their work for HBRC. This means:

- Maintaining a positive overall attitude in the workplace, including promoting HBRC in a positive manner, as assessed by your peers and Manager
- Taking part in training opportunities provided by HBRC with an open mind, as assessed by pre and post training meetings with your Manager.
- Practicing the skills provided in training offered by HBRC, as assessed by regular feedback meetings with your Manager.
- Showing a strong team commitment, as indicated by peer feedback and your Manager's assessment.
- Practicing the concept of continuous improvement by showing initiative with new ideas and positively acknowledging other ideas.
- Giving honest and open feedback as and when required, aiming to constructively deal with all issues, as assessed by regular feedback meetings with your Manager.
- Deliver on project outcomes: on time and on budget.
- Displaying sound judgment and making responsible decisions.

CORPORATE CONTRIBUTIONS

Hawke's Bay Regional Council (HBRC) Managers and Team Leaders are a valuable part of Council's leadership team. Managers and Team Leaders are expected to model quality leadership and promote HBRC's Vision, Purpose, Values and Expectations. As a member of the HBRC leadership team you will:

- Set clear expectations of performance requirements.

- Show honesty, fairness, respect and consistency in dealings with staff.
- Act decisively in a crisis and make the “tough” decisions.
- Develop effective channels of communication.
- Address under-performance and unsatisfactory behaviour when it occurs, in line with HR policies.
- Challenge and fully utilise all team members.
- Run effective meetings, both formal and informal.
- Develop a cohesive work team.
- Give staff honest and specific feedback to improve their performance.
- Show support for organisation-wide initiatives, e.g. Personal Performance Development Charter (PPDC)

HEALTH AND SAFETY

All staff are expected to follow established health and safety procedures while working for HBRC, and in accordance with policies developed by HBRC. This means:

- Complying with and adhering to HBRC’s accepted standards and procedures.
- Where appropriate, taking responsibility for workplace hazards/risks you identify and communicated to management.
- Undertaking regular reviews of workplace risks/hazards that are present in your work.
- When, and if, necessary, participate in the investigation of accidents/incidents according to HBRC procedures.
- Undertaking appropriate and effective staff training when required or necessary.
- Promoting a healthy and safe workplace.
- Actively supporting health and safety initiatives.
- Comply with any rehabilitation plan designed with you for a return to work after an accident.

EMERGENCY MANAGEMENT

When a Civil Defence event happens, you may be required to assist with carrying out the Council’s Civil Defence responsibilities after providing required support for your family and dependants. All HBRC staff are expected to undertake such Emergency Management functions as are determined appropriate to meet HBRC’s role and function in this area. This means:

- Undertaking such a role as is allocated for emergency management requirements.
- Participating in such exercises as are required to maintain a state of preparedness in HBRC.
- Responding to such requests to assume an emergency management role as are required by events.
- Understanding the contents of the relevant section of the Business Continuity Plan (BCP) and its implications for your role.
- Where the requirements of the role require it, review the relevance of the BCP for your team, section or Group on a regular basis.

PERSON SPECIFICATION

Minimum academic qualifications required

- Tertiary qualification in a relevant subject
- Valid driver licence required

Working Knowledge

- At least 3 years' experience as a creative designer with a strong portfolio
- Strong digital media skills
- Ability to work under pressure and meet tight deadlines without affecting quality
- Experience of working as part of a team

Advanced knowledge

The following indicates what would typically be expected for this role at a competent level:

- Knowledge of and capability with design and specialist software.

Personal Attributes

- A creative person with a can-do attitude
- Strong customer focus, who can prioritise and adjust work
- Organised and efficient with a commitment to deadlines
- Enjoys developing effective solutions for customers
- Good communication skills – both verbal and written
- Committed to quality outcomes.

Awareness

- Community, cultural and political awareness.

CHANGES TO JOB DESCRIPTION

From time to time it may be necessary to consider changes in the job description in response to the changing nature of our work environment. Such changes, including technological requirements or statutory changes, may be initiated by the manager of this job with due consultation with the position holder. This job description should be reviewed as part of the preparation for performance planning for the annual performance cycle.

Acknowledgement

I have read this job description and fully understand the requirements set forth therein. I understand that this is to be used as a guide and that I will be responsible for performing other duties as assigned. I further understand that this job description does not constitute an employment contract with Hawke's Bay Regional Council.

Employee Signature

Date

Printed Name