



# POSITION DESCRIPTION

**Directorate:** Chief Minister, Treasury and Economic Development Directorate (CMTEDD)

**Division:** Communications and Engagement

**Business Unit:** Strategy and Creative Branch

**Position Title:** Designer

**Position Number:** P60080

**Classification:** ASO5

**Location:** Canberra, ACT

**Last Reviewed:** November 2022

The Australian Capital Territory Public Service (ACTPS) is a values-based organisation where all employees are expected to embody the prescribed core values of respect, integrity, collaboration and innovation, as well as demonstrate the related signature behaviours.

## DIRECTORATE OVERVIEW

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The Chief Minister, Treasury and Economic Development Directorate (CMTEDD) leads the public sector and works collaboratively both within government and with the community to achieve positive outcomes.

As a central agency, CMTEDD provides strategic advice and support to the Chief Minister, the Directorate's Ministers and the Cabinet on policy, economic and financial matters, service delivery, whole of government issues and intergovernmental relations. The Directorate facilitates the implementation of government priorities, drives initiatives as well as leads the strategic direction for the ACT Public Service (ACTPS), to ensure that it is well positioned to perform its role.

## DIVISION OVERVIEW

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The role of CMTEDD Communications and Engagement Division is to ensure the Canberra community is well informed on government programs, policies, and services, and has meaningful opportunities to inform decision making. We listen to the people of Canberra and are their voice in government.

## BUSINESS UNIT OVERVIEW

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The Strategy and Creative Services Branch provides strategic and creative thinking, development and execution underpinned by research and insights. We offer advice and support on stakeholder and community engagement, and the development and delivery of priority campaigns and creative assets.

## POSITION OVERVIEW

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This position is responsible for the graphic design of a range of materials, which provide timely and accurate information to the Canberra community.

Collaborating within and across teams, the role is responsible for delivering creative, innovative and engaging design executions, including:

- bringing an audience-first lens to the work, informed by research, insights and evaluation.
- collaborating with stakeholders in partnership with a strong client service ethic.
- being supported by whole of government guidelines, policies and procedures, and be guided by an annual whole of government communications and engagement plan.

## WHAT YOU WILL DO

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As a member of the Creative Services team, you will have strong creative expertise, with an ability to translate government priorities into creative executions that resonate with the community to drive awareness and action. Under general direction from the Assistant Director Creative, you will:

- Work closely with the creative team, as well as independently, to develop and deliver high quality communication and campaign materials across all print, digital and social channels. Including:
  - typesetting and art working with accessibility compliance (see below)
  - infographics, illustrations, diagrams and other graphic artwork
  - campaign collateral design and mock-ups
  - document templates, themes, PowerPoint presentations and forms
  - graphic assets for web, social, eDMs and digital applications
- Create accessible (WCAG 2.1) compliant documents and run automated accessibility testing on documents and apply styles, tagging, alt text and metadata from design programs.
- Approach client problems/briefs with an open mind to develop creative design ideas from concept through to completion, as well as supporting the team with other tasks and projects.
- Manage time and communicate effectively to ensure all administrative processes, tasks and projects are completed in an accurate and timely manner.
- Ensure the effective and consistent use of the ACT Government Brand Guardian and other brands, campaign styles and templates.
- Develop cohesive working relationships across the Division and beyond to create integrated marketing solutions that support the 'One government, One voice' approach.
- Assist with multimedia support where required including storyboarding, illustration, animation, video and photography.
- Work within the ACTPS Code of Conduct and ACTPS values of respect, integrity, collaboration and innovation, and model behaviour consistent with the ACTPS Respect Equity and Diversity framework.
- Support and participate in best practice communications and engagement response at the Public Information Coordination Centre (PICC) in times of a Territory emergency.
- Occasional weekend and after-hours work may be required in line with the Enterprise Agreement and access to flex leave.
- This role is not required to supervise staff but may be required to assist with the onboarding of new staff or interns.

## WHAT YOU REQUIRE

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The following capabilities form the criteria that are required to perform the duties and responsibilities of the position.

### **Professional / Technical Skills and Knowledge**

1. Skills in graphic design and typesetting, including expertise in the use of industry standard software such as Adobe Creative Cloud (InDesign, Photoshop, Illustrator, and Acrobat).
2. Skills in using Microsoft Office suite and ability to create templates, themes, PowerPoint presentations and forms.
3. Skills in photography, filming and motion design including the use of industry standard software such as Adobe Premiere Pro, After Effects, and Animate are highly desirable.
4. Demonstrated experience or willingness to learn to create accessible documents that meet web accessibility standards (WCAPG 2.1). Prior knowledge and expertise preferred, with training available for applicants unfamiliar with accessibility compliance.
5. Well-developed written and verbal communication skills and a demonstrated commitment to high quality customer service principles.
6. Knowledge of contemporary communications and creative practices.

### **Behavioural Capabilities**

1. Ability to initiate creative and innovative ideas, approaches, insights, and designs.
2. Sound organisational skills, including the ability to effectively manage multiple priorities and demands, in a dynamic, complex and diverse environment.
3. Resilience and the ability to work productively when faced with challenging or changing circumstances.

### **Compliance Requirements / Qualifications**

1. Relevant qualifications and industry experience in graphic design are highly desirable.
2. Additional qualifications in communications, marketing, multimedia, and UX/UI are desirable.
3. A Driver's (Class C) license is desirable.

## WORK ENVIRONMENT DESCRIPTION

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The following work environment description outlines the inherent requirements of the role of **Designer** and indicates how frequently each of these requirements would be performed. Please note that ACTPS is committed to providing reasonable adjustment and ensuring all individuals have equal opportunities in the workplace.

| ADMINISTRATIVE              | FREQUENCY    |
|-----------------------------|--------------|
| Telephone use               | Frequently   |
| General computer use        | Frequently   |
| Extensive keying/data entry | Frequently   |
| Graphical/analytical based  | Frequently   |
| Sitting at a desk           | Frequently   |
| Standing for long periods   | Occasionally |
| Designated workstation*     | Occasionally |

\*Note: the position works in an activity based working (ABW) environment. Under ABW arrangements, officers do not have a designated workstation/desk. While the workplace is adapting to COVID-19, officers will have occasional access to a designated workstation.

| STANDARD HOURS                               | FREQUENCY    |
|----------------------------------------------|--------------|
| Flexible working hours (access to flex time) | Frequently   |
| Fixed or specified start/finish times        | Occasionally |
| Peaks and troughs                            | Frequently   |
| Frequent overtime                            | Occasionally |
| Rostered shift work                          | Occasionally |

| SOCIAL DEMANDS                                              | FREQUENCY    |
|-------------------------------------------------------------|--------------|
| Work with others towards shared goals in a team environment | Frequently   |
| Work in isolation from other staff (remote supervision)     | Occasionally |
| Working in a call centre environment                        | Never        |
| Working directly with the public                            | Occasionally |

| PHYSICAL DEMANDS                                             | FREQUENCY    |
|--------------------------------------------------------------|--------------|
| Distance walking (large buildings or inter-building transit) | Occasionally |
| Working outdoors                                             | Occasionally |

| MANUAL HANDLING                                           | FREQUENCY    |
|-----------------------------------------------------------|--------------|
| Lifting 0 – 5kg                                           | Occasionally |
| Lifting 5 – 10kg                                          | Occasionally |
| Lifting 10kg+                                             | Occasionally |
| Climbing                                                  | Occasionally |
| Reaching                                                  | Occasionally |
| Bending/squatting                                         | Occasionally |
| Push/pull                                                 | Occasionally |
| Sequential repetitive movements in a short amount of time | Occasionally |

| <b>TRAVEL</b>                         | <b>FREQUENCY</b> |
|---------------------------------------|------------------|
| Frequent travel – multiple work sites | Occasionally     |
| Frequent travel – driving             | Occasionally     |
| Frequent travel – interstate          | Never            |

| <b>SPECIFIC HAZARDS</b>                           | <b>FREQUENCY</b> |
|---------------------------------------------------|------------------|
| Working at heights                                | Occasionally     |
| Exposure to extreme temperatures                  | Occasionally     |
| Operation of heavy machinery e.g. forklift        | Never            |
| Confined spaces                                   | Never            |
| Excessive noise                                   | Occasionally     |
| Low lighting                                      | Occasionally     |
| Handling of dangerous goods/equipment             | Never            |
| Working with asbestos                             | Never            |
| Potential to encounter agitated customers         | Occasionally     |
| Exposure to potentially distressing case material | Never            |

| <b>OTHER</b>                                 | <b>FREQUENCY</b> |
|----------------------------------------------|------------------|
| Uniform required                             | Occasionally     |
| Personal Protective Equipment (PPE) required | Occasionally     |