

## JOB DESCRIPTION

# Senior Graphic Designer

**ROLE TITLE** Senior Graphic Designer

**SECTION/DIVISION:** Marketing Services Division, Design Unit

**REPORTS TO:** Manager Design

**DIRECT REPORTS (FTE):** Nil

**INDIRECT REPORTS (FTE):** Nil

**PRIMARY PURPOSE OF THE ROLE:** Provide digital and print design expertise to clients and stakeholders for marketing and communications materials. Conceptualise, plan, design and produce print, online and multimedia outputs, for more complex projects, consistent with University branding and design standards.

The position provides expert graphic design guidance and advice to the Graphic Designers and is part of the Marketing Services Division team, flexibly providing marketing services across the University.

**ACCOUNTABILITIES:** Provide a high quality customer experience and timely, accurate, convenient and consistent graphic design services. In consultation with stakeholders develop and produce quality design solutions that meet client and stakeholder requirements.

Undertake design work across multiple, and complex projects for print and digital collateral, ensuring work is of a high standard and properly aligned with University branding and Marketing Services Division standards.

Responsible for the overall design production process from concept definition to end-product delivery, on time and within agreed budgets.

Work closely and proactively with clients and stakeholders to determine their requirements and ensure clear mutual understanding of the design work. Provide design and medium advice and guidance. Gather and document full design briefs.

Actively contribute to design solutions for marketing and communications requirements. Create and develop design concepts and solutions for campaigns, collateral and communications materials.

Collaborate with the University's creative agency and oversee external contractors' contributions.

Develop and present design concepts to clients and stakeholders within agreed timeframes for review and feedback. Be open to feedback and receive critical review positively. Collaborate with clients to balance feedback, best practice and relevant University branding. Prepare and present final layouts and design outputs for clients' final approval.

Prepare files for print and digital production ensuring stakeholders are up-dated regularly regarding deliverables and timeframes.

Conduct quality assurance measures for digital and print publication, such as checking and approving colour, copy, text format separations, and scaling images for print production.

Actively participate and collaborate with design team colleagues and provide support and guidance to the Graphic Designers.

Stay up-to-date with industry developments and technical tools; research design and technological trends; review professional publications; and participate in professional groups. Share knowledge and ideas with Marketing Services Division

and Communications Services Division colleagues to ensure design approaches used for outputs are up-to-date, consistent and reaching target audiences.

Monitor compliance of branding, bringing any issues of non-compliance to the attention of the Manager Design.

Build a positive working relationship with the Office of Maori Development and ensure the concepts and ideas within the Maori Strategic Framework are appropriately considered and reflected as necessary in design outputs.

Build and maintain positive and collaborative working relationships with Marketing Services Division colleagues, and Communications Services Division teams, to build an excellent customer experience and the seamless provision of services to clients and stakeholders.

Perform Departmental Health & Safety Officer (DHSO), first aid and/or fire warden duties (if required).

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**KEY RELATIONSHIPS:**

Internal  
Senior leaders, managers and staff  
External Engagement Division Units  
Office of Maori Development  
University stakeholder groups  
Students

External  
Professional suppliers, organisations and agencies

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**QUALIFICATIONS & EXPERIENCE:**

Essential  
Tertiary level qualification in a relevant subject or recognised qualification(s) appropriate to the role.  
5-10 years' of experience as a professional designer with demonstrated typesetting and graphic design skills and a strong portfolio.  
Ability to work under pressure, prioritise and manage conflicting deadlines across multiple projects.  
Experience in working with senior stakeholders and delivering high quality, on brief design outputs.  
Experience in working with professional external suppliers.

Preferred  
Experience working within a design team and creating a supportive team environment. Experience in managing stakeholder design expectations and working within organisational brand concepts.

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**TECHNICAL SKILLS AND KNOWLEDGE:**

Well-developed keyboard and word-processing skills.  
Knowledge of design and specialist software (Adobe Creative Suite).  
Strong digital media skills.  
Working knowledge of print and digital industries.  
Knowledge of specialist suppliers.

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**SPECIAL REQUIREMENTS:**

Nil

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**DIRECT BUDGET ACCOUNTABILITY:**

Nil

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**HEALTH AND SAFETY:**

Act and work in a manner compliant with current health and safety at work legislation and University procedures, frameworks and guidelines. Role model safe behaviour and practices, share the responsibility to prevent harm and contribute to a safe campus and work environment, including raising workplace health and safety concerns for self, students, visitors and other staff.

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**SUSTAINABILITY:**

Act in a manner consistent with the University's sustainability commitments; role-modelling sustainable practices, with a particular emphasis on minimising the environmental impact of day-to-day activities.

**CAPABILITY FRAMEWORK:**

Capability Group	Capability Name	Level
<b>ENGAGE</b>	Communicate Effectively	Advanced
	Commit to Customer Service	Adept
	Work Collaboratively	Intermediate
	Influence and Negotiate	Adept
<b>ENABLE</b>	Deliver Results	Intermediate
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Adept
	Demonstrate Accountability	Intermediate
<b>PERSONAL ATTRIBUTES</b>	Display Resilience and Courage	Adept
	Act with Integrity	Intermediate
	Manage Self	Adept
	Value Diversity	Adept
<b>LANGUAGE AND CULTURE</b>	Te Reo	Intermediate
	Tikanga Māori	Adept

## CAPABILITY FRAMEWORK DESCRIPTORS

### Senior Graphic Designer

#### ENGAGE

Communicate Effectively	Commit to Customer Service	Work Collaboratively	Influence and Negotiate
<i>Communicate clearly, actively listen to others and respond with respect</i>	<i>Provide customer centric services in-line with the University's and organisational objectives</i>	<i>Collaborate with others and value their contribution</i>	<i>Gain consensus and commitment from others and resolve issues and conflicts</i>
ADVANCED	ADEPT	INTERMEDIATE	ADEPT
<p>Present with credibility, engage varied audiences and test levels of understanding. Adjust style and approach to optimise outcomes</p> <p>Translate technical and complex information concisely for diverse audiences</p> <p>Actively listen and create opportunities for others to contribute to discussion and debate</p> <p>Write fluently and persuasively in a range of styles and formats</p>	<p>Take responsibility for delivering high quality customer-focused services</p> <p>Understand customer perspectives and ensure responsiveness to their needs</p> <p>Identify customer service needs and implement solutions</p> <p>Find opportunities to connect and co-operate with internal and external parties to improve outcomes for customers</p> <p>Maintain good relationships with key customers in area of expertise</p>	<p>Build a supportive and co-operative team environment</p> <p>Share information and learning across teams. Support others in challenging work situations</p> <p>Acknowledge outcomes which were achieved by effective collaboration</p> <p>Engage other teams or work units to share information and solve issues and problems jointly</p>	<p>Negotiate from an informed and credible position</p> <p>Lead and facilitate productive discussions with staff and stakeholders</p> <p>Encourage others to talk, share and debate ideas to achieve a consensus</p> <p>Pre-empt and minimise conflict. Recognise and explain the need for compromise</p> <p>Influence others with a fair and considered approach and sound arguments</p>

#### ENABLE

Deliver Results	Plan and Prioritise	Think and Solve Problems	Demonstrate Accountability
<i>Achieve results through efficient use of resources and a commitment to quality outcomes</i>	<i>Plan to achieve priority outcomes and respond flexibly to changing circumstances</i>	<i>Think, analyse and consider the broader context to develop practical solutions</i>	<i>Be responsible for own actions, adhere to legislation and policy and proactively address risk</i>
INTERMEDIATE	INTERMEDIATE	ADEPT	INTERMEDIATE
<p>Complete work tasks to agreed budgets, timeframes and standards</p> <p>Take the initiative to progress and deliver own and team/work unit activities</p> <p>Contribute to allocation of responsibilities and resources to ensure achievement of team/work unit goals</p> <p>Seek and apply specialist advice when required</p>	<p>Understand the team/work unit objectives and align operational activities accordingly</p> <p>Initiate and develop goals and team plans and use feedback to inform future planning</p> <p>Respond proactively and with initiative to changing circumstances and adjust plans and schedules when necessary</p> <p>Ensure current work plans and activities are consistent with organisational change initiatives</p>	<p>Research and analyse information, identify interrelationships and make relevant evidence based recommendations</p> <p>Anticipate, identify and address issues and potential problems and select the most effective solutions from a range of options</p> <p>Participate in and contribute to team/work unit initiatives to resolve common issues or barriers to effectiveness</p> <p>Identify and share organisational process improvements to enhance effectiveness</p>	<p>Take responsibility for own actions and be accountable for the outcomes of others</p> <p>Understand delegations and act within authority levels</p> <p>Be alert to risks that might impact the completion of an activity and escalate these when identified</p> <p>Use financial and other resources responsibly</p>



## PERSONAL ATTRIBUTES

Display Resilience and Courage	Act with Integrity	Manage Self	Value Diversity
<i>Be open and honest, prepared to express your views, and willing to accept and commit to change</i>	<i>Be ethical and professional and act in keeping with the University's values</i>	<i>Show drive and motivation, a measured approach and a commitment to learning</i>	<i>Show respect for diverse backgrounds, experience and perspectives</i>
ADEPT	INTERMEDIATE	ADEPT	ADEPT
<p>Be flexible, show initiative and respond quickly when situations change</p> <p>Give constructive and honest feedback and advice using appropriate manner and tone</p> <p>Listen when ideas are challenged, seek to understand the nature of the challenge and respond constructively</p> <p>Raise and work through challenging issues and seek alternatives</p> <p>Keep control of own emotions and stay calm under pressure and in challenging situations</p>	<p>Represent the organisation in an honest, ethical and professional way and support a culture of integrity and professionalism</p> <p>Understand and follow legislation, rules, policies, guidelines and codes of conduct and help others to understand their obligations for compliance</p> <p>Recognise and report misconduct and inappropriate behaviour</p>	<p>Look for and take advantage of opportunities to learn new skills and develop strengths</p> <p>Show commitment to achieving challenging goals</p> <p>Examine and reflect on own performance and areas for improvement. Encourage feedback from colleagues and stakeholders</p> <p>Demonstrate a high level of personal motivation and maintain own motivation when tasks become difficult</p>	<p>Seek to promote the value of diversity for the organisation</p> <p>Recognise and adapt to individual differences and working styles</p> <p>Support initiatives that create an environment in which diversity is valued</p>



## LANGUAGE & CULTURE

Te Reo	Tikanga Māori
<i>Develop understanding and use of te reo Māori (Māori language)</i>	<i>Create knowledge and use of tikanga Māori (Māori cultural practices) in the work place</i>
INTERMEDIATE	ADEPT
<p>Demonstrate use of te reo Māori words and phrases in appropriate work place settings</p> <p>Has prepared and can communicate accurately own mihi if required in the work place context</p> <p>Take part in opportunities to practice and extend own language capability</p>	<p>Engage with subject matter experts and consider the University's Māori Strategic Framework principles when undertaking work planning activity</p> <p>Model good practices and encourage others to adopt work place practices that show sensitivity for tikanga Māori</p> <p>Has good knowledge of the Articles and Principles of Te Tiriti o Waitangi and encourages understanding in others</p> <p>Encourage others to extend their understanding and knowledge of tikanga Māori</p>