

## JOB DESCRIPTION

# Graphic Designer

<b>ROLE TITLE</b>	Graphic Designer
<b>SECTION/DIVISION:</b>	Marketing Services Division, Design Unit
<b>REPORTS TO:</b>	Manager Design
<b>DIRECT REPORTS (FTE):</b>	Nil
<b>INDIRECT REPORTS (FTE):</b>	Nil
<b>PRIMARY PURPOSE OF THE ROLE:</b>	Provide digital and print design services to clients and stakeholders for marketing and communications materials. Conceptualise, plan, design and produce print, online and multimedia outputs consistent with University branding and marketing standards.
<b>ACCOUNTABILITIES:</b>	<p>Design and execute innovative and engaging graphic projects for print and digital collateral that are properly aligned with University branding and Marketing Services Division standards.</p> <p>Provide a proactive design service. In consultation with stakeholders develop and produce quality design solutions that meet client and stakeholder requirements.</p> <p>Responsible for production process from concept definition to end-product delivery, on time and within agreed budget.</p> <p>Gather and document full design briefs. Work closely with clients and stakeholders to determine their requirements and ensure clear mutual understanding of the design work.</p> <p>Research solutions and develop design concepts in a clear, effective design style in keeping with the University's brand style</p> <p>Liaise and collaborate with the University's creative agency and external contractors, as required.</p> <p>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.</p> <p>Review and prepare files for production and liaise with production stakeholders and external service providers. Ensure appropriate use of University branding, check proofs during production stages and review quality and accuracy of final products before release to clients.</p> <p>Identify opportunities and create design styles and templates for low-end publications and collateral, based on client common or regular demand.</p> <p>Maintain design briefs documentation and image resource files according to Design Unit requirements.</p> <p>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 collaborate with Marketing Services Division and Communications Services Division colleagues to ensure design approaches used for all digital environments are cross-platform compatible and effective in reaching target audiences.</p>

Build and maintain positive and collaborative working relationships with colleagues and the Marketing Services and Communications Services Advisory teams to ensure and 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  
Managers and staff  
Marketing Services Division teams  
Students

External  
Professional suppliers

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**QUALIFICATIONS & EXPERIENCE:**

Essential  
Credentials in a relevant subject or recognised qualification(s) appropriate to the role. 3-5 years' of experience as a professional designer, in-house or agency. Demonstrated typesetting and graphic design skills with a strong portfolio. Demonstrated design creativity and flair, and an eye for detail. Demonstrated high-level design and computer skills. Experience working under pressure and to delivery deadlines.

Preferred  
Tertiary level qualification in a relevant subject or recognised qualification(s) appropriate to the role.  
Experience in working with professional external suppliers.  
Experience of working independently and as part of a team.  
Proven success in influencing stakeholders to comply with brand and organisational standards and expectations.

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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.

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**CAPABILITY FRAMEWORK:**

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

## CAPABILITY FRAMEWORK DESCRIPTORS

### 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>
ADEPT	INTERMEDIATE	FOUNDATIONAL	INTERMEDIATE
<p>Tailor communication to the audience</p> <p>Clearly explain complex concepts and arguments to individuals and groups</p> <p>Actively listen to others and clarify own understanding. Create opportunities for others to be heard</p> <p>Write fluently in a range of styles and formats. Prepare written material that is well structured and easy to follow by the intended audience</p>	<p>Support a culture of quality customer service in the organisation</p> <p>Demonstrate a thorough knowledge of the services provided and relay accurately to customers</p> <p>Identify and respond quickly to customer needs</p> <p>Consider customer service requirements and provide solutions to meet needs. Resolve complex customer issues and needs</p> <p>Co-operate across work areas to improve outcomes for customers</p>	<p>Work as a supportive and co-operative team member, share information and acknowledge others' efforts</p> <p>Respond positively to others who need clarification or guidance on work activities</p> <p>Step in to help others when workloads are high</p> <p>Keep team and supervisor informed of work tasks</p>	<p>Utilise facts, knowledge and experience to support recommendations</p> <p>Work towards positive and mutually satisfactory outcomes</p> <p>Identify and resolve issues in discussion with other staff and stakeholders</p> <p>Identify others' concerns and expectations</p> <p>Keep discussion focused on the key issues</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	FOUNDATIONAL	INTERMEDIATE	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>Plan and coordinate allocated activities</p> <p>Re-prioritise own work activities on a regular basis to achieve set goals</p> <p>Contribute to the development of team work plans and goal setting</p> <p>Understand team objectives and how own work relates to achieving these</p>	<p>Research and analyse information and make relevant evidence based recommendations</p> <p>Identify issues that may hinder completion of tasks and find appropriate solutions</p> <p>Be willing to seek out input from others and share own ideas to achieve best outcomes</p> <p>Identify ways to improve systems or processes which are used by the team/work unit</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>
INTERMEDIATE	INTERMEDIATE	INTERMEDIATE	INTERMEDIATE
<p>Be flexible and adaptable and respond quickly when situations change</p> <p>Offer own opinion and raise challenging issues in an appropriate manner</p> <p>Listen when ideas are challenged and respond in a reasonable way</p> <p>Work through challenges</p> <p>Stay calm and focused in the face of 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>Be willing to develop and apply new skills and adapt existing skills to new situations</p> <p>Show commitment to achieving work goals effectively</p> <p>Show awareness of own strengths and areas for growth and seek and respond positively to constructive feedback and guidance</p> <p>Demonstrate a motivated attitude to work activities and maintain own motivation when tasks become difficult</p>	<p>Be responsive to diverse experiences, perspectives, values and beliefs and listen to others' individual viewpoints</p> <p>Seek input from others who may have different perspectives and needs</p> <p>Adapt and respond positively in diverse environments</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>
FOUNDATIONAL	INTERMEDIATE
<p>Use te reo Māori words and greetings in an appropriate way in the work place</p> <p>Endeavour to use and pronounce Māori words correctly</p> <p>Actively participate in training and development opportunities that increase own te reo Māori language capability</p>	<p>Understand the University's Māori Strategic Framework and incorporate its principles appropriately in work place activities</p> <p>Demonstrate an appropriate workplace understanding and awareness of tikanga Māori</p> <p>Has knowledge of the Articles and Principles of Te Tiriti o Waitangi</p> <p>Take part in opportunities to extend own understanding and awareness of tikanga Māori and Te Tiriti o Waitangi</p>