

Graphic Designer

Purpose | Te arotahi mātua

The role of a Graphic Designer is to provide professional graphic design services to the Taranaki Regional Council for a wide range of printed and digital collateral. Supporting the creation of collateral from concept development through to final delivery is integral to the success of this role, as is building and maintaining the Council's visual identity through consistently applied brand and style.

Role dimensions | Te ahū mahi

Responsible to: Communication and Engagement Manager
Responsible for: Nil
Primary location: Stratford

Organisational context | Te horopaki whakahaere



Role specific areas of responsibility | Whakaritea ngā wāhanga kawenga

- Graphic design**
- Work with Taranaki Regional Council business units (your customers) to provide timely design solutions, advice and guidance on the creation of graphic content including publications, digital and images.
 - Generate clear ideas, concepts and designs of creative assets from beginning to end.
 - Design and produce publications and graphics for a variety of printed and digital collateral including web-based material, print advertisements, fliers, brochures, signage and statutory documents.
 - Manage creative and design projects from concept to completion, including print and production processes as required.
 - Deliver design projects on time and to budget.
 - Develop reverse design briefs to reflect customer requirements.
 - Assist with the operation of the digital printer and other printery equipment.
- Brand management**
- Correctly and consistently use Council brands and logos on all design projects and graphics.
 - Create and maintain brand guidelines for Regional Council controlled brands.
 - Organise and maintain digital artwork files and photo library.
- Relationship management**
- Work with external suppliers (such as signwriters, printers, designers) to oversee the delivery of high quality outputs.
 - Contribute to cross-functional Council projects that require design expertise and advice.





Organisational areas of responsibility | Ngā wāhanga whakahaere

- **Be a team player** – Contribute to the greater team and organisational goals by completing projects and tasks in an efficient and effective manner, including any additional activities as directed by your People Leader.
- **Be flexible and adaptable** – Flexible work arrangements meet the needs of our customers, the Council and the individual and may include the need to work outside normal office hours from time-to-time.
- **Look after yourself and others** – Work within the Council's health and safety systems, policies and procedures at all times to limit risk and keep yourself and those around you safe.
- **Work with integrity** – Maintain high professional and ethical standards that align with relevant legislation, Council policies and our values.
- **Develop yourself and others** – Proactively seek out opportunities for your own professional development and work alongside others to develop them, including actively taking part in Our TRC.
- **Be culturally aware** – Show appreciation and understanding of Māori culture and values and put these into practice in your work.
- **Be an agent for change** – Always be on the lookout for ways to do things better, faster or smarter and be an active participant in the continuous improvement culture.
- **Be digitally savvy** – Understand and be competent in the use of digital technologies relevant to your role, including processing and storage of Council information in line with relevant policies.
- **Emergency planning and response** – Where required, participate in emergency management training exercises and support Council during an emergency management response, having due regard to the safety of your family.
- **Live our values** - Be aware of and demonstrate our values in ways that support inclusivity in every aspect of our work.

Delegations of authority | Te tuku mana

Delegations for all roles are set out in the **Taranaki Regional Council Delegations Manual** as appropriate.

Personal specifications | Ngā whakaritenga whaiaro

- Qualifications**
- A tertiary qualification in graphic design, fine arts, communication design, visual arts or related field is required.
- Experience**
- At least two years' of relevant experience in the design industry.
 - Have technical and practical proficiency in Corel Draw, Adobe Creative Suite or other relevant design package.
- Skills**
- Taranaki Regional Council has a skills pathway framework enabling people to plan their development and grow their skills. The core skills required for this position are aligned with **He Pukenga Ara Skills Pathway**, and a summary table is included in Appendix 1.
 - Able to conceptualise complex concepts.
 - Strong co-ordination and organisation skills.
 - Clear and effective communication skills.
 - Able to work collaboratively.
 - Experienced at meeting deadlines and providing accurate effort estimates for design jobs.
 - Ability to take photographs or create illustrations is desirable but not essential.
- Knowledge**
- Advanced knowledge of graphic design, typography, layout and print production.
 - Working knowledge of multimedia and digital design tools and techniques.
 - Working knowledge of design best practice and current trends in print and digital design.
- Personal attributes**
- Dynamic self-starter with an evident passion for great design.
 - Strong ability to drive concepts and ideas from inception to production.
 - Possess a creative mindset and flair.
 - Able to work in a fast-paced environment.
 - Able to work on multiple projects simultaneously.
 - Team player.
 - Practical problem solver.
 - Keeps abreast of latest design trends, techniques and technologies.
 - Able to deliver and receive constructive feedback.
 - Committed to the principles of the Treaty of Waitangi.



Functional relationships | Te whanaungatanga mahi

Build, maintain and role model meaningful effective and sustainable relationships with;

- Internal**
 - All Taranaki Regional Council staff
 - Team Leader Communications
 - Communication Advisers
- External**
 - Contractors
 - General Business Sector
 - Government Departments
 - District Council staff
 - General Public and Interest Groups

Changes to job description | Ngā huringa ki ngā whakaahuatanga mahi

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.



Our key messages | Ko ā mātou kōrero mātua

Taranaki Regional Council works with the Taranaki community:



Improving lifestyles
Supporting livelihoods
Taking Taranaki forward

Our mission | Tō tātou mihana

To work for a thriving and prosperous Taranaki by:

- Promoting the sustainable use, development and protections of our natural and physical resources.
- Safeguarding Taranaki's people and resources from natural and other hazards.
- Promoting and providing for significant services, amenities and infrastructure.
- Representing Taranaki's interests and contributions to the regional, national and international community.

We will do this by leading with responsibility, working cooperatively, encouraging community participation, and taking into account the Treaty of Waitangi.

Our values | Tō tātou whanonga pono

- **Integrity** | We do what it is right, rather than what is easy.
- **Teamwork** | We are one TRC team, working together with courage and purpose.
- **Care & Respect** | We demonstrate care and respect for ourselves and others; we treat everyone with dignity.
- **Agility** | We strive for excellence, embracing change as an opportunity for innovation.



Our health and safety | Tō tātou Hauora me te haumaru

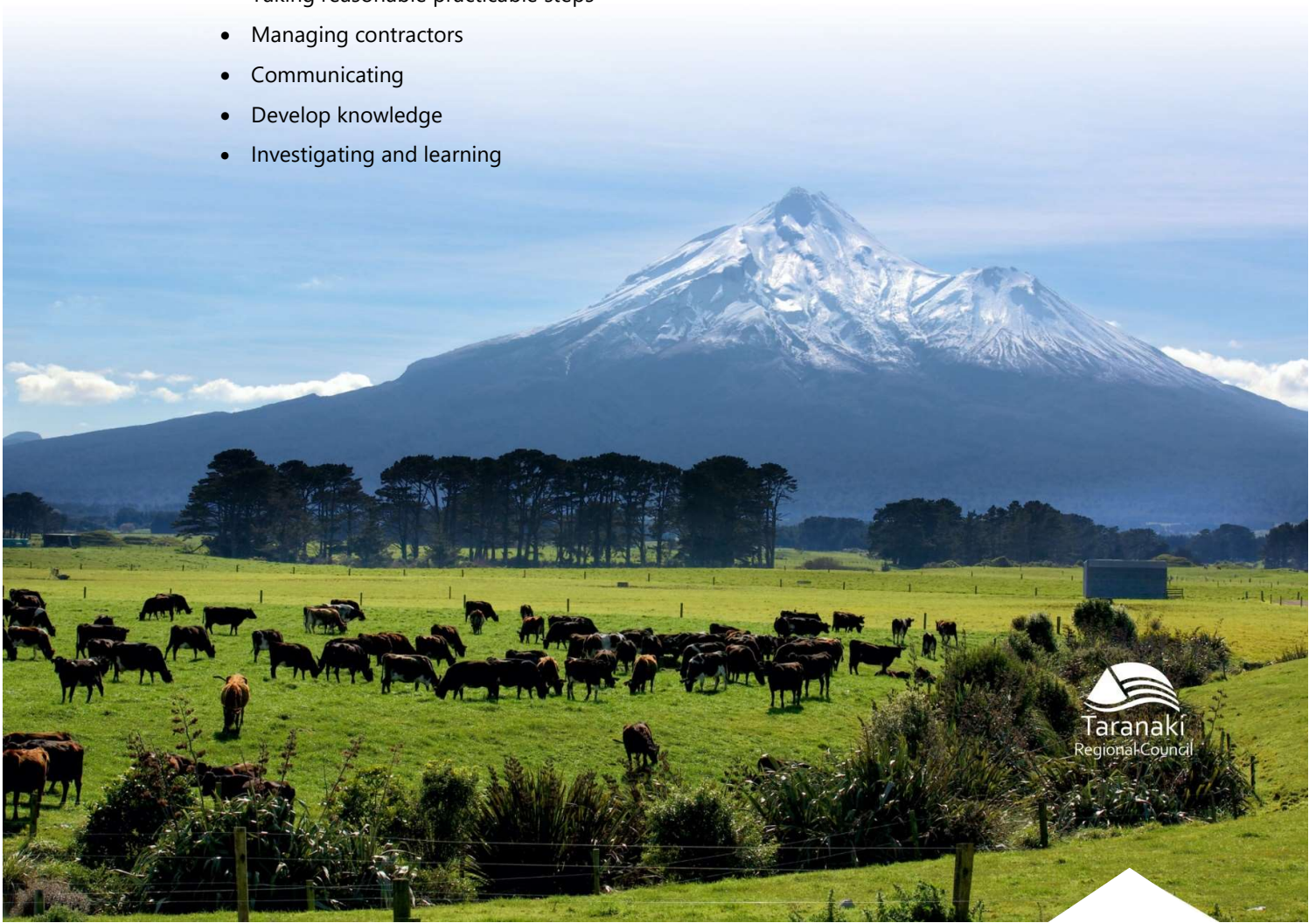
The Taranaki Regional Council is committed to a process of continuous improvement in order to achieve excellence in the management of health and safety at all of our workplaces. We recognise the positive impact that the values and benefits of enhanced health and safety bring to the organisation, our employees and our communities.

There are two key points to health and safety:

- 1 The safety of our people and the communities in which we operate always comes first.
- 2 We are all empowered and expected to challenge any unsafe situation at work.

We will achieve these by:

- Building a positive culture
- Aiming for zero harm
- Taking reasonable practicable steps
- Managing contractors
- Communicating
- Develop knowledge
- Investigating and learning



He Pūkenga Ara Skills Pathway

Skill Area	Capabilities
Service Delivery	<ul style="list-style-type: none">• Service Standards• Customer Service• Judgement and Decisions
Organisational Impact	<ul style="list-style-type: none">• Aligns Work• Collaborates• Assesses Impact and Value• Promotes Change
Self-Awareness	<ul style="list-style-type: none">• Knows Self• Develops Self and Others• Builds Trust
Communicates Effectively	<ul style="list-style-type: none">• Clear Messages• Adapts Style• Tact and Diplomacy
Digital Technology	<ul style="list-style-type: none">• Systems Knowledge• Works Efficiently• Data Management
Wellness and Risk	<ul style="list-style-type: none">• Policies and Procedures• Manages Risks• Proactive Wellbeing• Site Safety
Cultural Awareness	<ul style="list-style-type: none">• Reo• Tikanga• Whakawhanaungatanga• Local context• Mātauranga Māori• Regulatory Environment