

JOB DESCRIPTION

Graphics & Advertising Specialist

Overall Responsibility:

This role is responsible for all design work for digital media, print media, maps and advertising. As an RTO and tourism attraction provider we must have a multi-approach to our various forms of collateral. An advanced and consistently current skill-set is required in this role to enable the business to maximise its high profile in the tourism sector.

Reports to: Marketing and Media Manager.

Direct reports: None.

	Key Result Areas		Performance Indicators
1	Designing all the company's graphic requirements including all sales and marketing materials such as catalogues, online banners and branded materials.	1.1	Managing artwork to ensure that brand guidelines are adhered to throughout the company's materials.
		1.2	Managing and maintaining a content database of all online and offline marketing materials and content.
		1.3	Review designs for errors before printing or publishing them.
		1.4	Create images that identify a product or convey a message and that are culturally sensitive.
2	Support and collaborate with the marketing team regarding any graphic design and/or advertising requirements.	2.1	Taking down design briefs and translating these into creative but practical branded materials.
		2.2	Produce, demonstrate and receive feedback about ideas, incorporating changes into the final design.
		2.3	Advise on strategies to reach a particular audience.
		2.4	Contribute to a collaborative TWL marketing 'team' approach which shares consistent messaging, imagery and content across its digital and printed collateral; at the same time aligning the district marketing with wider

			tourism industry marketing goals.
3	Completes projects by coordinating with outside agencies, art services, printers.	3.1	Liaising with external printers on a regular basis to ensure deadlines are met and material is printed to the highest quality.
4	Must remain current with technological advances in the field and be able to identify areas of use in the organisation.	4.1	An understanding of the latest trends and their role within a commercial environment.
5	Safety Focus.	5.1	Follows safe operating practices.
		5.2	Identifies safety issues.
		5.3	Reports or corrects hazards immediately.
		5.4	Speaks up constructively with observations, concerns and recommendations.
6	Other.	6.1	Undertaking any other tasks as may be reasonably instructed from time to time.
		6.2	Bring ideas of improving environmental sustainability to every function within the business and willingly embrace environmental best practice to the role and that of colleagues.

Person Specification:

Knowledge, Skills

- Requires a tertiary qualification in graphic design.
- Proficiency in the use of Adobe Suite, specifically InDesign, Illustrator and Photoshop.
- Excellent English skills are essential.
- Experience in applying visual identity standards across multiple brands.
- A good understanding of the printing process and preparing files for print.
- A minimum of 2 years' experience working as Graphic Designer is essential and ideally in a similar industry.
- Exceptional creativity and innovation.
- Accuracy and attention to detail is essential.
- Professional approach to time, costs and deadlines.

Behavioural Competencies

High Performing Team

- Committed
- Accountable
- Collaborative
- Adaptable
- Acts with Integrity

Achievement Focus

- Commits to action– takes immediate action when confronted with a problem or when made aware of a situation.
- Delivers - takes action that goes beyond job requirements in order to achieve results.
- Sense of urgency – has energy and a sense of urgency toward pursuing an opportunity, addressing an issue or preventing a problem.
- Time management – effectively prioritises tasks and manages time.

Service Excellence

- Proactive, not reactive – implements or proposes new ideas / potential solutions without prompting; does not wait for others to take action or to request action.
- Solution focused
- Adds value.
- Customer orientated.

Drive Business Growth

- Innovative.
- Continuous improvement focus – identifies gaps between current reality and expected business results and works tenaciously to meet or exceed business goals.
- Leads and participates in change – actively seeks to identify and communicate the benefits of changes; collaborates with others to implement changes

- Future focused – identifies trends and their impact and seeks/or identifies new business opportunities.

Personal Growth Orientation

- Self-motivated.
- Willing to learn and grow.
- Welcomes feedback – seeks and readily accepts feedback on own performance and is non-defensive.
- Resilience.