

JOB DESCRIPTION

Graphic Design Specialist – Ōamaru Based.

Overall Responsibility:

Tourism Waitaki (TWL) are the Regional Tourism Organisation for the Waitaki District, additional to promoting the region and working with travel trade we also manage the iconic local tourism attraction the Ōamaru Blue Penguin Colony. Tourism Waitaki is also responsible for marketing and promotion of the Alps2Ocean Cycle Trail, and the newly established Waitaki Whitestone aspiring Geopark.

Reporting to the General Manager, this role will provide a variety of design work for the various forms of collateral across all business units which includes digital media/website, print media, brochures, maps and advertising across all TWL brands.

An advanced skill set in design and graphics is required. Variety is part and parcel of your work. You will be a positive team member who enjoys a challenge and thinking outside the square. It is an exciting opportunity to work in the tourism sector where your talents can make a notable impact on how the Waitaki District is shaped and perceived directly from your work.

Reports to: General 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, advertisements, 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 to implement all graphic design and advertising requirements.	2.1	Working to design briefs and translating these into creative but practical branded materials in accordance with brand guidelines.
		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 or visual communication.
- Proficiency in the use of design tools such as Adobe Creative Suite, InDesign, Illustrator, XD.
- A minimum five years' proven success working with typography, editing photos, logo design, branding, catalogues, brochure, maps, flyers, signals, advertising, presentation design, etc.
- Ability in Web Design and development, programming abilities in HTML5, CSS3, Javascript, JQuery, Responsive web design. Bootstrap and Sass would be an advantage.
- UX /UI - Experience with research, Benchmarking, Empathy Maps, User Personas, Customer Journey Mapping, Site Map, User Flow, wireframing, prototyping, Interaction Design, User-Centred Design, etc.
- 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.
- Exceptional creativity and innovation.
- Accuracy and attention to detail is essential.
- Ability to work in a team, requires the use of tools such as Google Drive and Photo, Tello, Slack, and Skype.
- 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.

A collaborative approach to driving business growth

- Innovative.
- Future focused – identifies trends and their impact.

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.