Te Kura Matatini ki Otago / Otago Polytechnic

TE WHAKAATURAKA MAHI / JOB DESCRIPTION

Position Title ***Te tūraka mahi*** : Associate Graphic Designer	**Area** ***Te Tari*****:** Marketing, Communications and Engagement
Reports to (title) ***Ka whakaratatia e*****:** Director: Marketing, Communications & Engagement	**SP10 placement:** C Band

Primary purpose *Te take matua*

The Associate Graphic Designer role supports the team in creating compelling visual marketing and communications content (both online and offline channels), including advertising campaigns, social media content, reports, internal communications and digital screens, printed collateral, and websites. The Associate Graphic Designer will assist in developing creative content that has high appeal, usability and visual impact while conforming to and protecting the brand guidelines. This role is customer centric focused, while managing multiple stakeholders in a challenging and ever-changing environment.

Key responsibilities/accountabilities *Ko ngā takohaka matua / ko kā kaweka matua*

In order of importance, state the major responsibilities / accountabilities of the position and what is achieved

Key responsibilities / accountabilities ***Ko ngā takohaka matua / ko kā kaweka matua***	**Outcome** **Kā hua**
Graphic Design	• Otago Polytechnic's brand is accurately represented and protected across all channels, conforming to brand guidelines • With the support from Marketing colleagues, create eye-catching graphics and visuals for social media platforms (Instagram, Facebook, LinkedIn, TikTok), as well as other digital mediums, such as digital screens and web sites. • Support the Marketing, Communications and Engagement Team in creating a consistent stream of short-form video and social content throughout the year. • Work closely with colleagues to ensure that designs are optimised for engagement for platform specifications. • Assist in the design, production and maintenance of external and internal publications and online materials including annual programmes, advertisements, and presentations. • Contribute to creative concepts for major recruitment campaigns and then action these in the market. • Visual creation of specialised projects such as animation, typography, photography and illustration is executed when required. • With design colleagues, co-ordinate the OneLan digital screen platform – including liaison with external contractors for technical issues. • Communications content is accurate, consistent, professional and meets brand guidelines • Support creative concepts development with a marketing focus As

	appropriate, design advice and support is provided across the organisation with the purpose of protecting the brand. • Visual communication and digital trends are up-to-date and advice given for their appropriate use. • Team is assisted with workload management including the use of the team dashboard • Artwork files and photo libraries are kept up to date and accurate • Good relationships and a high level of service provision is undertaken at all times. • Ensure all projects are delivered on time and meet the required design standards.
Observe principles and practices of Equal Employment Opportunity and Diversity	• Fair treatment in the workplace is delivered and observed
Fulfill Safety and Wellbeing responsibilities, accountabilities and authorities as outlined in Otago Polytechnic Safety and Wellbeing Policies	• Achievement of a healthy and safe work and learning environment • New and existing hazards will be pro-actively identified and managed • Incidents, accidents and occupational illnesses immediately reported • Safe work methods will be adhered to including the use of Personal Protective Equipment
Fulfil our individual and collective responsibilities, accountabilities and expectations as outlined in The Education (Pastoral Care of Tertiary and International Learners) Code of Practice 2021	• Uphold the responsibilities outlined in The Education (Pastoral Care of Tertiary and International Learners) Code of Practice, contributing to a safe, supportive environment that prioritises ākonga wellbeing and success. Participate in required training to confidently apply the Code within your role. • Integrate Te Tiriti o Waitangi principles and actively support equitable outcomes to create and support opportunities for ākonga voices to be heard, enabling responsive actions that meet ākonga needs and foster their achievement. • Awareness to attain OP as an inclusive environment for all cultures and languages.
Fulfill Information Management responsibilities, accountabilities and authorities as outlined in Otago Polytechnic Information Management Policy	• Create, maintain and store full and accurate records of activities, transactions, and decisions carried out in the course of daily business. • Records are to be disposed of only when legally authorised to do so, as per Disposal Authorities: DA424 and GDA 6 and 7 • Otago Polytechnic records are not to be created or maintained in any personal or private cloud storage services (e.g. DropBox)
Demonstrate organisation's values on a daily basis	• Alignment to organisation behaviours is adhered to ensuring consistency in approach and delivery of outcomes • Our values are consistently demonstrated.

Inherent Requirements:

Inherent requirements refer to your ability to:

- Perform the essential duties and functional requirements of the job
- Meet the productivity and quality requirements of the position
- Work effectively in the team or other type of work organisation concerned; and
- Do the job without undue risk to your own or others health, safety and welfare at work.

Key working relationships *Kā honoka mahi matua*

Key working relationships *Kā honoka mahi matua*	**Nature and purpose of contact *Te āhua me te take o te honoka***

Director: Marketing, Communications and Engagement	Formal Leader. Provide assistance and seek instruction on a wide range of matters.
Marketing, Communications and Engagement Team	Skilled delivery, collegial support and advice, work distribution, peer discussions in a self-managing team environment.
All Schools/Colleges, Departments and Campuses of Otago Polytechnic	Provide advice and support. Seek feedback and input and provide information
Contractors: including printers, designers and media representatives	Liaise with external stakeholders in a professional manner to ensure best practice outcomes

Decision making authority *Kā rakatirataka whakatauka*

Decisions expected *Kā whakatauka tūmanako*	**Recommendations expected *Kā taunaki tūmanako***
Prioritisation of work load and portfolio to bring about maximum organization benefit	Priorities agreed in line with team decision-making processes under the oversight of the Manager
Approvals in accordance with the Delegations of Authority.	Decisions and Expenses approved in line with budget and delegation in a timely and accurate manner. These are as per Otago Polytechnic policies as amended from time to time

Position dimensions *Kā āhuataka tūraka*

List the relevant financial and staffing dimensions for which this position is accountable.

- **Sales/revenue:** Nil
- **Number of employees reporting directly:** Nil
- **Budget:** N/A

Selection Criteria – Knowledge & Skills *Whakariteka Kōwhiritaka - kā mātauraka me kā pūkeka*

Essential:

- Knowledge of design software including Mac programs, Adobe Creative Suite, including InDesign, Photoshop and Illustrator and Premiere Pro with the ability to produce print ready files and videos
- Experience in visual media production such as photography or video editing
- Experience producing creative visual content, to brief, for marketing results
- Experience creating content for digital channels such as web, social media or digital advertising
- Experience using platforms or software to create high-quality visual content for marketing
- Creative flair mixed with the ability to work to brief and produce results to reach a desired outcome
- Systems savvy and comfortable learning new skills, tools and platforms
- Ability to work on multiple projects simultaneously and meet tight deadlines
- Strong communication skills

Desirable:

- Experience in animation or illustration techniques

Selection Criteria – Education and Experience *Whakariteka Kōwhiritaka - kā kuraka me kā wheako*

Essential:

- Degree level qualification in relevant field (Graphic Design, Fine Art, Marketing or similar)

Personal Attributes *Kā Āhuatanga Whaiaro*

- Be an effective Te Tiriti o Waitangi partner by supporting the values and tikaka of mana whenua throughout your mahi
- Facilitative and collaborative leadership style

- High level of professional and ethical conduct
- Effective time management skills
- Initiative, enthusiasm and a positive attitude
- Proven ability to work under pressure.
- Flexible, responsive and customer orientated manner

This position description outlines the key accountabilities/ responsibilities and the selection criteria against which you will be assessed as suitable for the position. As such there will be specific job requirements that we refer to as Inherent Requirements.