JOB DESCRIPTION

Senior Graphic Designer

ROLE TITLE	Senior Graphic Designer
SECTION/DIVISION:	Marketing Services, Design Services
REPORTS TO:	Manager Design
DIRECT REPORTS (FTE):	Nil
INDIRECT REPORTS (FTE):	Nil
PRIMARY PURPOSE OF THE ROLE:	Provide digital and print design expertise to clients and stakeholders for marketing and communications materials. Conceptualise, plan, design and produce print, online and multimedia outputs, for more complex projects, consistent with University branding and design standards. The position provides expert graphic design guidance and advice to the Graphic Designers and is part of the Marketing Services team, flexibly providing marketing services across the University.
ACCOUNTABILITIES:	Provide a high quality customer experience and timely, accurate, convenient and consistent graphic design services. In consultation with stakeholders develop and produce quality design solutions that meet client and stakeholder requirements. Undertake design work across multiple, and complex projects for print and digital collateral, ensuring work is of a high standard and properly aligned with University branding and Marketing Services standards. Responsible for the overall design production process from concept definition to end-product delivery, on time and within agreed budgets. Work closely and proactively with clients and stakeholders to determine their requirements and ensure clear mutual understanding of the design work. Provide design and medium advice and guidance. Gather and document full design briefs. Actively contribute to design solutions for marketing and communications requirements. Create and develop design concepts and solutions for campaigns, collateral and communications materials. Collaborate with the University's creative agency and oversee external contractors' contributions. 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. Prepare files for print and digital production ensuring stakeholders are up-dated regularly regarding deliverables and timeframes.

Conduct quality assurance measures for digital and print publication, such as checking and approving colour, copy, text format separations, and scaling images for print production.

Actively participate and collaborate with design team colleagues and provide support and guidance to the Graphic Designers.

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 ideas with Marketing Services and Communications Services colleagues to ensure design approaches used for outputs are up-to-date, consistent and reaching target audiences.

Monitor compliance of branding, bringing any issues of non-compliance to the attention of the Manager Design.

Build a positive working relationship with the Office of Maori Development and ensure the concepts and ideas within the Maori Strategic Framework are appropriately considered and reflected as necessary in design outputs.

Build and maintain positive and collaborative working relationships with Marketing Services colleagues, and Communications Services teams, to build an 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).

KEY RELATIONSHIPS:

Internal
Senior leaders, managers and staff
External Engagement Division Units
Office of Maori Development
University stakeholder groups
Students

External
Professional suppliers, organisations and agencies

QUALIFICATIONS & EXPERIENCE:

Essential
Tertiary level qualification in a relevant subject or recognised qualification(s) appropriate to the role.
5-10 years' of experience as a professional designer with demonstrated typesetting and graphic design skills and a strong portfolio.
Ability to work under pressure, prioritise and manage conflicting deadlines across multiple projects.
Experience in working with senior stakeholders and delivering high quality, on brief design outputs.
Experience in working with professional external suppliers.

Preferred
Experience working within a design team and creating a supportive team environment.
Experience in managing stakeholder design expectations and working within organisational brand concepts.

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.
SPECIAL REQUIREMENTS:	Nil
DIRECT BUDGET ACCOUNTABILITY:	Nil
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.
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.

CAPABILITY FRAMEWORK:

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