

## POSITION TITLE

Graphic Designer

## LOCATION

Space Place, Wellington Botanic Gardens, Kelburn, Wellington

## POSITION STATUS

Fixed-Term to 31 March 2019, Part-Time - 24 hours per week

## POSITION OBJECTIVE

The purpose of this position is to enhance and develop the institutions within Museum Wellington's brand by applying its visual identity across all media.

## CONTEXT

Museums Wellington is part of the Wellington Museums Trust (trading as Experience Wellington), a registered charity established by Wellington City Council as a Council Controlled Organisation (CCO) to manage and develop its cultural and arts visitor experiences.

Our purpose is: **Working with and for Wellington to create remarkable art, culture and science experiences that generate vitality: enriching the city we love**

Our vision is: **Engaged Curious Communities**

Our three strategic pillars are:

- **We Change Lives:** We are committed to deepening our engagement with existing audiences and developing new audiences for our remarkable visitor experiences.
- **Embracing Te Ao Māori:** We are committed to Te Tiriti o Waitangi and embrace Te Ao Maori. We reflect this in our work and what our audiences see, feel and experience.
- **Leading the Way:** We are committed to improvement of our organisation effectiveness.

The **Graphic Designer** will contribute to the achievement of this vision by maintaining Museums Wellington's graphic standards and for extending the brand identity across new and existing materials

## KEY RESPONSIBILITIES

- To produce excellent design work across simultaneous tight deadlines and campaigns and outputs within modest budgets. At any one-time elements will be due in multiple formats to multiple print/production teams.
- To take primary responsibility for the design and technical production of all marketing collateral associated with Wellington Museum, Space Place, Cable Car Museum and Nairn Street Cottage.
- To provide professional input into the realisation of other areas of the organisations work, including the development of a new experience at Wellington Museum and Fundraising. From time to time this may also mean supporting other business units.
- To work as part of a diverse team as well as manage personal workload and processes to deliver services required: the ability to collaborate conceptually but deliver solo.

## WORKING RELATIONSHIPS

**Internal:** The **Graphic Designer** will:

- Be accountable to the Marketing Manager.
- Work in a collegial manner with the Communication Coordinators and all other staff.

**External:** The **Graphic Designer** will:

- Develop and maintain positive working relationships with colleagues in equivalent positions in:
  - Other cultural institutions particularly in the museum and art gallery sector

- Suppliers of print/promotion services, relevant print and electronic media representatives and designers, sponsors and funders.
- Wellington City Council, relevant government organisations

## DELEGATIONS

None

## KEY RESULT AREAS

KEY TASKS AND ACCOUNTABILITIES	PERFORMANCE MEASURES
<b>1. Graphic Design</b>	
<ul style="list-style-type: none"> <li>• Manage the graphic design process for each project.</li> <li>• Provide expert advice and guidance during the concept design and development stage and ensure expectations are clearly understood and are accurately reflected.</li> </ul>	<ul style="list-style-type: none"> <li>• Create designs that are consistent with the agreed conceptual approach, engage the target audience, reflect the organisation involved, are culturally appropriate, aesthetically pleasing and visually stimulating.</li> <li>• Designing and overseeing the production of marketing and promotional material, including digital platforms, banners, posters, media advertisements, internal signage and other publicity material.</li> <li>• Ensure graphical designs for internal projects are consistent with our brands.</li> <li>• Ensure designs are completed in a timely manner (allowing for drafts, reviewing and feedback of designs submitted).</li> </ul>
<b>2. Marketing and Promotions</b>	
<ul style="list-style-type: none"> <li>• An effective contribution is made to our branding and positioning regionally, nationally and internationally; and to maximising visitation by the city residents and domestic and international visitors.</li> </ul>	<ul style="list-style-type: none"> <li>• Contributing to concept development for promotional material, including upcoming Wellington Museum Development communications.</li> <li>• Contributing to concept development for our digital profiles and communications.</li> <li>• Develop and maintain positive relationships with external suppliers (e.g. print partners, signage companies).</li> </ul>
<b>3. Publications</b>	
<ul style="list-style-type: none"> <li>• The design quality of all publications will achieve a standard that will maintain and enhance the profile and reputation of the organisation.</li> </ul>	<ul style="list-style-type: none"> <li>• Designing and overseeing the production of printed material.</li> <li>• Designing and overseeing the production of Wellington Museums Development and Fundraising print material.</li> <li>• Design and oversee the production on internal communications as required.</li> </ul>
<b>4. Health and Safety</b>	
<ul style="list-style-type: none"> <li>• You actively contribute to the development of a zero-harm culture by maintaining personal knowledge of, and following the Trust's health and safety policies, plans and procedures.</li> <li>• You ensure that your decision making is aligned with the Trust's health and safety policies, procedures and plans.</li> <li>• You model good health and safety behaviours at work.</li> </ul>	<ul style="list-style-type: none"> <li>• You are able to respond knowledgeably about the Trust's goal of a zero-harm culture and the critical procedures designed to promote health and safety and to prevent harm to workers and visitors e.g. what to do during and after an earthquake and evacuation procedures. (measured through the Annual Staff Engagement Survey and Annual Performance Appraisal)</li> <li>• Health and safety procedures are followed e.g. hazards are notified, incidents and near misses are reported.</li> </ul>

- You report concerns about aspects of the workplace that may be considered a health and safety risk to you, other workers or visitors.

- There are no preventable incidents that result in harm or injury to you, other workers or visitors.

## PERSON PROFILE

### **Skills, experience and qualities required for this role:**

- Tertiary design qualification with a minimum three years' experience.
- Proficiency in design for branding, advertising (through media such as online presence, social media, posters, billboards, newspapers, magazines), signage, exhibitions, products and packaging, publishing, web and social media.
- Experience in print production (including digital and offset printing – signage and exhibition production and installation.
- Experience in digital design (websites, social media, video) and an understanding of the digital communication platforms. A knowledge of Google Adwords is an advantage.
- Well-rounded in typography, photography and illustration.
- Efficient, organised and self-motivated to balance the workload and meet deadlines.
- Technical expertise in InDesign, Photoshop and Illustrator. Knowledge in setting up files for print and web: treatment of images, typography and colour to consistently achieve professional results. Knowledge of te reo would be an advantage.
- Show insight, initiative and judgment in coordinating the communication of Museum Wellington's brand to the outside world.
- Able to pull together the ideas and the aims of a team and promote the key messages to an external audience.
- The ability to work as part of a diverse team as well as manage personal workload and processes to deliver services required: the ability to collaborate conceptually but deliver solo.

**Core Competencies** – *Effective performance in the following core competencies is set out in the Core Competencies Guide attached.*

### **For all employees**

- Commitment and accountability.
- Applying professional expertise/Creativity & Innovation.
- Customer focus.
- Communicating effectively.
- Working together/ Teamwork.

## SALARY

Marketer Band 1: Negotiable between \$52,832 and \$65,263

## CORE COMPETENCIES GUIDE

### **Commitment/ Accountability**

Effective performance includes:

- Takes responsibility for own performance and development. (Prepares, participates, sets high standards, follows through, and is receptive to feedback).
- Takes responsibility for accurate budgeting and to operate within approved budget and delegated authority.
- Approaches change positively.
- Effectively handles conflicting and changing priorities. Is organized and manages time well.
- Displays professionalism, integrity, honesty and commitment to the Trust's vision and goals.

### **Applying Expertise/ Professional Expertise**

Effective performance includes:

- Maintains currency and applies knowledge/skills/best practice/new technology/cultural and arts sector trends for the benefit of the position and the Trust.
- Shares expertise with colleagues and coaches/mentors new direct report staff.
- Seeks appropriate professional development to enhance knowledge, skills or experience.
- Uses expertise to add value, to improve team or Trust performance and learns from mistakes.

### **Customer Focus**

Effective performance includes:

- Demonstrates commitment to internal (colleagues) and external customers (visitors and stakeholder) by actively listening and clearly identifying their needs.
- Responds promptly to their needs, goes the extra mile, keeps them informed of progress and follows up.

- Maintains helpful, courteous working relationships, even when the situation makes this difficult.
- Seeks feedback from customers and acts on it (e.g. follow up/refer on, identify and action service improvements).
- Looks for ways of making systems and processes more customer friendly.

### **Communicating Effectively**

Effective performance includes:

- Conveys information clearly and concisely in a style and/or method of delivery which best meets the needs of the people receiving the message.
- Uses language and behaves in a way that recognizes cultural uniqueness.
- Creates open channels of communication, keeping people informed about events and decisions that affect them.
- Listens actively and attentively (e.g. asks appropriate questions to obtain, understand and confirm information, checks understanding of what others are saying, and observes to perceive underlying issues and concerns).
- Establishes and builds rapport with people at all levels both inside and outside the Trust Institutions to achieve benefits for the Trust.

### **Working Together/ Teamwork**

Effective performance includes:

- Develops cooperative and supportive relationships with colleagues.
- Values, respects and consults team members and acknowledges their contribution.
- Builds enthusiasm throughout projects and encourages others to do the same.
- Participates in problem solving, discussions and communication to resolve differences and conflict.
- Maintains productive networks.
- Is accessible and approachable for colleagues.