

Position Description

POSITION TITLE:	Graphic Designer
POSITION NO:	New
DIRECTORATE:	Customer and Corporate Services
DEPARTMENT:	Customer Engagement
SECTION:	Customer Engagement
CLASSIFICATION:	Band 6
LOCATION:	CPACH, Footscray
DATE:	June 2026

ORGANISATIONAL RELATIONSHIPS

Reports to:	Manager Customer Engagement
Supervises:	N/A
Internal liaisons:	Manager Customer Engagement, Media and Communications team, Community Engagement team, Council staff and project teams.
External liaisons:	External designers, printers, creative agencies, suppliers, contractors, community partners, other councils, residents and community members.

ORGANISATIONAL VALUES

Respect	The promotion of inclusiveness, empathy, communication, good will.
Courage	The promotion of innovation, considered risk, creativity, problem solving, initiative, accountability, responsibility.
Integrity	The promotion of honesty, loyalty, ethical behaviour, trustworthiness.

PRIMARY OBJECTIVES OF POSITION

The Graphic Designer helps the City of Maribyrnong create clear, useful and engaging print and digital designs. This supports our Customer First service promise by helping people find, understand and use Council information and services more easily. The role leads design and brand support, looks after the Digital Asset Management System and works closely with Media and Communications and Community Engagement to support services across Council.

DUTIES AND RESPONSIBILITIES

- Design clear, engaging materials for print, digital, social media, web, signage, campaigns, events and community engagement.
- Champion the City of Maribyrnong visual identity and keep brand, templates and design tools fresh, consistent and easy to use.
- Turn complex Council information into simple visual content people can understand and use.
- Create inclusive materials for people with different language, literacy, digital access and information needs.

- Create and update style guides, templates, Canva resources and shared design tools.
- Develop and implement design, brand, and digital communications policies and procedures.
- Coordinate the Digital Asset Management System so images, templates and visual assets are easy to find, high quality and used well.
- Work with Media and Communications and Community Engagement to understand service needs and deliver useful, timely and on-brand design.
- Support the Customer First service promise by designing materials that are clear, accessible, timely and easy for people to use.
- Give practical advice on visual communication, accessibility, image use, layout, templates, production and community needs.
- Work with designers, printers, agencies and suppliers so design work is consistent, delivers public value and is to a high standard.

The employee may also be asked to carry out other duties within their skills, competence and training.

ORGANISATIONAL RESPONSIBILITIES

- Follow the Victorian *Occupational Health and Safety Act 2004*, Council policies and safe work practices.
- Take care of your own safety and the safety of others, and report injuries, near misses, damaged equipment and hazards quickly.
- Treat staff, customers and community members fairly, respectfully and without discrimination, harassment or bullying.
- Represent Council professionally and provide courteous, helpful and efficient service.
- Support the Customer First service promise by making information easier to understand and services easier to access.
- Support Council's commitment to child safety and the best interests of children.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

- Give accurate advice and information to staff, suppliers, community members and other stakeholders, within Council guidelines and delegated authority.
- Take responsibility for the quality, accuracy and consistency of design work, visual assets, templates and advice provided.
- Provide practical input into policies, standards, templates and processes that relate to design, brand, accessibility and digital assets.
- Work within agreed objectives and budgets and refer matters to the manager when they may affect Council policy, projects, reputation or budget.

JUDGEMENT AND DECISION MAKING

- Use sound judgement and experience to make day-to-day decisions about design, production, priorities and stakeholder needs.
- Apply Council processes, brand standards and professional design practice to solve problems and deliver practical outcomes.
- Improve templates, tools, procedures and ways of working where this will make design work clearer, easier or more consistent.
- Seek advice from the manager or other Council staff when issues are complex, sensitive, high risk or outside agreed authority.
- Use discretion and protect confidential information at all times.

SPECIALIST SKILLS AND KNOWLEDGE

- Advanced skills in Adobe Creative Cloud, InDesign, Canva and Microsoft 365.
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- Strong understanding of brand, layout, typography, accessible design, print production and digital design.

- Knowledge of Digital Asset Management Systems, image use, copyright, privacy, archiving and quality checks.
- Ability to create design that reflects Maribyrnong's identity, diversity, creativity, pride, connection to Country and sense of place.
- Ability to brief external designers clearly and give practical feedback that leads to strong design outcomes.

MANAGEMENT AND INTERPERSONAL SKILLS

- Manage time, set priorities and organise work to meet agreed deadlines.
- Share knowledge and provide practical guidance on design tools, templates and standards.
- Contribute positively to team meetings, planning and shared outcomes.
- Build trust, listen well and work positively with staff, suppliers and community partners.
- Explain design choices clearly and respond well to feedback.
- Contribute to a creative, helpful and service-focused team culture.

QUALIFICATIONS AND EXPERIENCE

Mandatory:

- Tertiary qualification in graphic design, visual communication, communication design or a related field, or equivalent relevant experience.
- Several years' experience delivering design, brand, template, digital asset and production work in a busy organisation or community-focused setting to a consistently high standard.

Desirable:

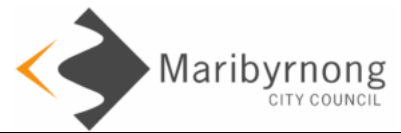
- Experience in local government, the public sector or a community-focused organisation, especially in accessible communication, plain English, diverse audiences, service design or place-based storytelling.
- Experience with video editing, motion graphics or simple animation for digital channels would be a bonus.

KEY SELECTION CRITERIA

Applicants will be assessed against these key selection criteria:

- Mandatory qualifications and experience listed above, with strong practical experience in graphic design, visual communication or a related field.
- Experience creating high-quality design for print, digital, web, social media, campaigns, events and community engagement.
- Ability to turn complex information into clear, accessible, inclusive and engaging visual content for diverse audiences.
- Ability to champion brand standards, improve templates, support staff to use design tools well and manage shared design resources, including a Digital Asset Management System.
- Ability to create design that reflects Maribyrnong's creativity, diversity, pride, care, connection to place and sense of community.
- Strong relationship skills and a Customer First service mindset, including the ability to work well with Media and Communications business partners, service teams, external designers, agencies and suppliers.

Position Description



CONDITIONS OF EMPLOYMENT: Employment is subject to Council’s Enterprise Agreement, this position description and relevant Council policies and procedures. Council may update policies and procedures from time to time.

The following signatures are required to indicate understanding, agreement and approval of the position description.

Employee:

Date:

Manager/
Coordinator:.....

Date: