

# Role Description

## Graphic Design Manager



|                           |  |
|---------------------------|--|
| Cluster                   | Planning & Environment   |
| Agency                    | Sydney Living Museums  |
| Division/Branch/Unit      | Commercial & Marketing Services Division/Marketing & Audience Insight Team         |
| Location                  | The Mint   |
| Classification/Grade/Band | Clerk Grade 7/8  |
| Role Number               | CM027  |
| ANZSCO Code               | 232411   |
| PCAT Code                 | 1119192  |
| Date of Approval          | 16 January 2017  |
| Agency Website            | <a href="http://www.sydneylivingmuseums.com.au">www.sydneylivingmuseums.com.au</a> |

### Agency overview

Sydney Living Museums (SLM), is a statutory authority of, and principally funded by, the NSW Government. Sydney Living Museums is one of a number of agencies administered through the Office of Environment and Heritage (OEH), reporting to the Minister for Heritage. OEH regulates industry, protects and conserves the NSW environment, manages over 850 national parks and reserves and protects the natural, cultural and built heritage in NSW.

SLM provides custodial care for significant historic places, buildings, collections and landscapes with integrity, and enables people to enjoy and learn about them. SLM was established under the *Historic Houses Act 1980* to manage, conserve and interpret the properties vested in it for the education and enjoyment of the public. SLM's portfolio includes houses, museums, landscapes, a library and collections of paintings, furniture and objects. SLM is managed through four Divisions – Heritage & Collections, Curatorial & Public Engagement, Commercial & Marketing Services and Operations.

SLM cares for 12 of the State's most important historic houses, museums and their collections: Elizabeth Bay House, Elizabeth Farm, Hyde Park Barracks Museum, Justice & Police Museum, Meroogal, Museum of Sydney, Rose Seidler House, Rouse Hill House & Farm, Susannah Place Museum, Caroline Simpson Library & Research Collection, The Mint and Vaucluse House. All are listed in the NSW State Heritage Register. The Museum of Sydney and the Hyde Park Barracks are on the National Heritage list, with Hyde Park Barracks also on the UNESCO World Heritage List.

SLM's portfolio assets are valued at more than \$244 million including buildings, land and museum collections. It also maintains 38 hectares of land including public spaces, farmland and gardens, as well as infrastructure such as roads, farm dams, 8 kilometres of fences and gates.

The agency collects, catalogues and conserves material relating to core themes of domestic material culture, the history of art, architecture and design, and aspects of Sydney's social history related to its sites. The collections held at museums are valued at more than \$29 million and comprise 250,000 archaeological artefacts, more than 47,500 objects, more than 130,000 glass-plate negatives, a library collection and a growing digital collection – all of cultural significance to the history of NSW.

The Marketing and Audience Insights Team is accountable for developing and promoting the SLM brand to drive recognition in order to grow audiences, increase revenue and value for SLM. The areas of focus for the team include;

- Marketing
- Communications (including Media and Public Relations)
- Audience Research (providing data, statistical analysis and research findings to inform and enhance visitation) and
- Membership (acquisition of new members and support of existing members)

The team works across all mediums to raise awareness of the activities of the organisation, analyse visitation and market data to ensure effective decision making and allocation of resources to achieve organisational objectives in relation to sustainable membership, audience growth and brand awareness and health.

## **Primary purpose of the role**

Develop and execute creative graphic design solutions across a broad range of marketing print and digital channels to maximise Sydney Living Museums' profile and reinforce brand positioning.

## **Key accountabilities**

- Create and produce professional design and artworks for print, advertising and digital marketing campaign materials in accordance with agency marketing plans and brand guidelines to enhance agency profile, drive visitation and increase audience engagement.
- Oversee the creative direction and development of graphic concepts across a range of media including web, multimedia and print, provide technical advice and production of SLM's corporate publications, promotional and campaign materials to ensure compliance with relevant guidelines.
- Contribute to the development and maintenance of a consistent corporate image and identity including providing advice and design services for all publications and other related material
- Coordinate the marketing and communications design needs of internal stakeholders to ensure concepts are developed in line with creative briefs and brand identity guidelines.
- Liaise with printers and media outlets to produce and dispatch artwork in the correct format and within agreed timelines, monitor outgoing artwork for accuracy and oversee the production of press and print material from electronic artwork stage through to completion and delivery.
- Undertake research and maintain knowledge of the latest developments and technology in graphic design and printing to ensure the agency's designs are current and relevant.

## **Key challenges**

- Providing creative direction and identify design solutions across the range of marketing materials produced by Sydney Living Museums to ensure all communications reflect agency brand parameters and monitor projects against project plans, design briefs and budget.
- Supporting the agency properties, programs and projects to deliver innovative, attractive, broad-reaching and high-quality design as well as ensuring the highest standards of documentation and management of studio resources.
- Implementing effective evaluation and feedback mechanisms to ensure ongoing quality improvement in the delivery of creative design activities.

## Key relationships

| Who                                  | Why  |
|--------------------------------------|--|
| <b>Internal</b>                      |  |
| Head of Marketing & Audience Insight | <ul style="list-style-type: none"><li>• Receive strategic direction in the development and provision of high level graphic design solutions.</li><li>• Support the Head of Marketing and Audience Insight on other inter-departmental projects as required.</li></ul>  |
| Design Team                          | <ul style="list-style-type: none"><li>• Lead and manage the activities, prioritise and allocate tasks to ensure the team operates effectively and efficiently and that design projects are completed to agreed timelines; manage team workflow and project allocation to ensure optimal output.</li><li>• Prioritise design projects and allocate tasks to ensure the Team operates effectively and efficiently and that projects are completed to agreed deadlines and within budget.</li></ul> |
| Teams across the agency              | <ul style="list-style-type: none"><li>• Liaise with on design projects to support sites, programs and exhibitions.</li><li>• Developing effective cross-departmental working relationships and securing support for recommended strategies.</li></ul>  |
| <b>External</b>                      |  |
| External suppliers                   | <ul style="list-style-type: none"><li>• Build and maintain effective working relationships.</li></ul>  |

## Role dimensions

### Decision making

This role:

- Takes active ownership of own work.
- Prioritises and manages competing priorities in a deadline driven environment.
- Develops and fosters efficient lines of communication with key stakeholders.
- Escalates decisions that require significant change to project outcomes or timeframes.
- High degree of autonomy in the development of priorities and is accountable for the delivery of project planning and management.
- Works to overcome the communication and production challenges that arise from an agency dispersed over a number of sites.
- Managing competing priorities in a deadline-driven environment.
- Ability to work both as part of a team and autonomously with limited supervision with changing priorities and pressured deadlines whilst maintaining a flexible and professional approach.

### Reporting line

This role reports to the Head of Marketing & Audience Insight.

### Direct reports

The following roles report to this role:

- Digital & Graphic Designer
- Designer

## Budget/Expenditure

Nil

## Essential requirements

- Tertiary qualifications in graphic design and at least 5 years' experience in creative development, management and delivery of complex design projects preferably within the museums, arts or cultural sector.
- Highly developed skills in the use of industry standard graphics software with practical experience in Flash and Adobe Creative Suite applications: Illustrator, Flash, Photoshop and InDesign.
- High-level skills in leading and working with diverse, creative teams to develop innovative and accessible design for integrated marketing campaigns, digital activities, corporate publications and marketing materials, current knowledge of design trends and practices
- Proven experience in the integration and management of brand identity systems across graphic design applications.
- Proven experience in the creative design and production of marketing, media, advertising, communications and promotional collateral from concept to publication including high level editing and proofreading skills in line with organisational brand positioning, ensuring legislative and regulatory compliance
- Experience in the preparation and management of artwork for print production, advanced knowledge and experience in print prepress and overseeing production of both offset and digital print, up to date knowledge of print technology.
- Excellent communication, organisational and time management skills with a proven ability to plan, prioritise and meet strict deadlines and manage multiple projects simultaneously.
- Experience in preparation of budgets and tracking expenditure.
- Competent knowledge of Microsoft Office software, experience in utilising, managing and maintaining database systems.




## Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at [www.psc.nsw.gov.au/capabilityframework](http://www.psc.nsw.gov.au/capabilityframework)

## Capability summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

## NSW Public Sector Capability Framework

| Capability Group   | Capability Name                      | Level               |
|--|--------------------------------------|---------------------|
| <br>Personal Attributes | Display Resilience and Courage       | Intermediate        |
|  | Act with Integrity                   | Intermediate        |
|  | <b>Manage Self</b>                   | <b>Adept</b>        |
|  | Value Diversity                      | Intermediate        |
| <br>Relationships       | <b>Communicate Effectively</b>       | <b>Adept</b>        |
|  | Commit to Customer Service           | Intermediate        |
|  | <b>Work Collaboratively</b>          | <b>Adept</b>        |
|  | Influence and Negotiate              | Intermediate        |
| <br>Results             | <b>Deliver Results</b>               | <b>Adept</b>        |
|  | <b>Plan and Prioritise</b>           | <b>Adept</b>        |
|  | Think and Solve Problems             | Intermediate        |
|  | Demonstrate Accountability           | Intermediate        |
| <br>Business Enablers   | Finance                              | Intermediate        |
|  | <b>Technology</b>                    | <b>Adept</b>        |
|  | Procurement and Contract Management  | Intermediate        |
|  | Project Management                   | Adept               |
| <br>People Management | Manage and Develop People            | Intermediate        |
|  | <b>Inspire Direction and Purpose</b> | <b>Intermediate</b> |
|  | Optimise Business Outcomes           | Intermediate        |
|  | Manage Reform and Change             | Foundational        |

### Focus capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

## NSW Public Sector Capability Framework

| Group and Capability                      | Level | Behavioural Indicators   |
|---|-------|--|
| <b>Personal Attributes</b><br>Manage Self | Adept | <ul style="list-style-type: none"> <li>Look for and take advantage of opportunities to learn new skills and develop strengths</li> <li>Show commitment to achieving challenging goals</li> <li>Examine and reflect on own performance</li> <li>Seek and respond positively to constructive feedback and guidance</li> <li>Demonstrate a high level of personal motivation</li> </ul> |

## NSW Public Sector Capability Framework

| Group and Capability                            | Level | Behavioural Indicators   |
|---|-------|--|
| <b>Relationships</b><br>Communicate Effectively | Adept | <ul style="list-style-type: none"> <li>• Tailor communication to the audience</li> <li>• Clearly explain complex concepts and arguments to individuals and groups</li> <li>• Monitor own and others' non-verbal cues and adapt where necessary</li> <li>• Create opportunities for others to be heard</li> <li>• Actively listen to others and clarify own understanding</li> <li>• Write fluently in a range of styles and formats</li> </ul>   |
| <b>Relationships</b><br>Work Collaboratively    | Adept | <ul style="list-style-type: none"> <li>• Encourage a culture of recognising the value of collaboration</li> <li>• Build co-operation and overcome barriers to information sharing and communication across teams/units</li> <li>• Share lessons learned across teams/units</li> <li>• Identify opportunities to work collaboratively with other teams/units to solve issues and develop better processes and approaches to work</li> </ul>   |
| <b>Results</b><br>Deliver Results               | Adept | <ul style="list-style-type: none"> <li>• Take responsibility for delivering on intended outcomes</li> <li>• Make sure team/unit staff understand expected goals and acknowledge success</li> <li>• Identify resource needs and ensure goals are achieved within budget and deadlines</li> <li>• Identify changed priorities and ensure allocation of resources meets new business needs</li> <li>• Ensure financial implications of changed priorities are explicit and budgeted for</li> <li>• Use own expertise and seek others' expertise to achieve work outcomes</li> </ul>   |
| <b>Results</b><br>Plan and Prioritise           | Adept | <ul style="list-style-type: none"> <li>• Take into account future aims and goals of the team/unit and organisation when prioritising own and others' work</li> <li>• Initiate, prioritise, consult on and develop team/unit goals, strategies and plans</li> <li>• Anticipate and assess the impact of changes, such as government policy/economic conditions, on team/unit objectives and initiate appropriate responses</li> <li>• Ensure current work plans and activities support and are consistent with organisational change initiatives</li> <li>• Evaluate achievements and adjust future plans accordingly</li> </ul>                            |
| <b>Business Enablers</b><br>Technology          | Adept | <ul style="list-style-type: none"> <li>• Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks</li> <li>• Identify opportunities to use a broad range of communications technologies to deliver effective messages</li> <li>• Understand, act on and monitor compliance with information and communications security and use policies</li> <li>• Identify ways to leverage the value of technology to achieve team/unit outcomes, using the existing technology of the business</li> <li>• Support compliance with the records, information and</li> </ul> |

## NSW Public Sector Capability Framework

| Group and Capability                                      | Level        | Behavioural Indicators  |
|---|--------------|---|
| <b>People Management</b><br>Inspire Direction and Purpose | Intermediate | knowledge management requirements of the organisation<br><ul style="list-style-type: none"><li>• Assist team to understand organisational direction and explain the reasons behind decisions</li><li>• Ensure the team/unit objectives lead to the achievement of business outcomes that align with organisational policies</li><li>• Recognise and acknowledge individual/team performance</li></ul> |