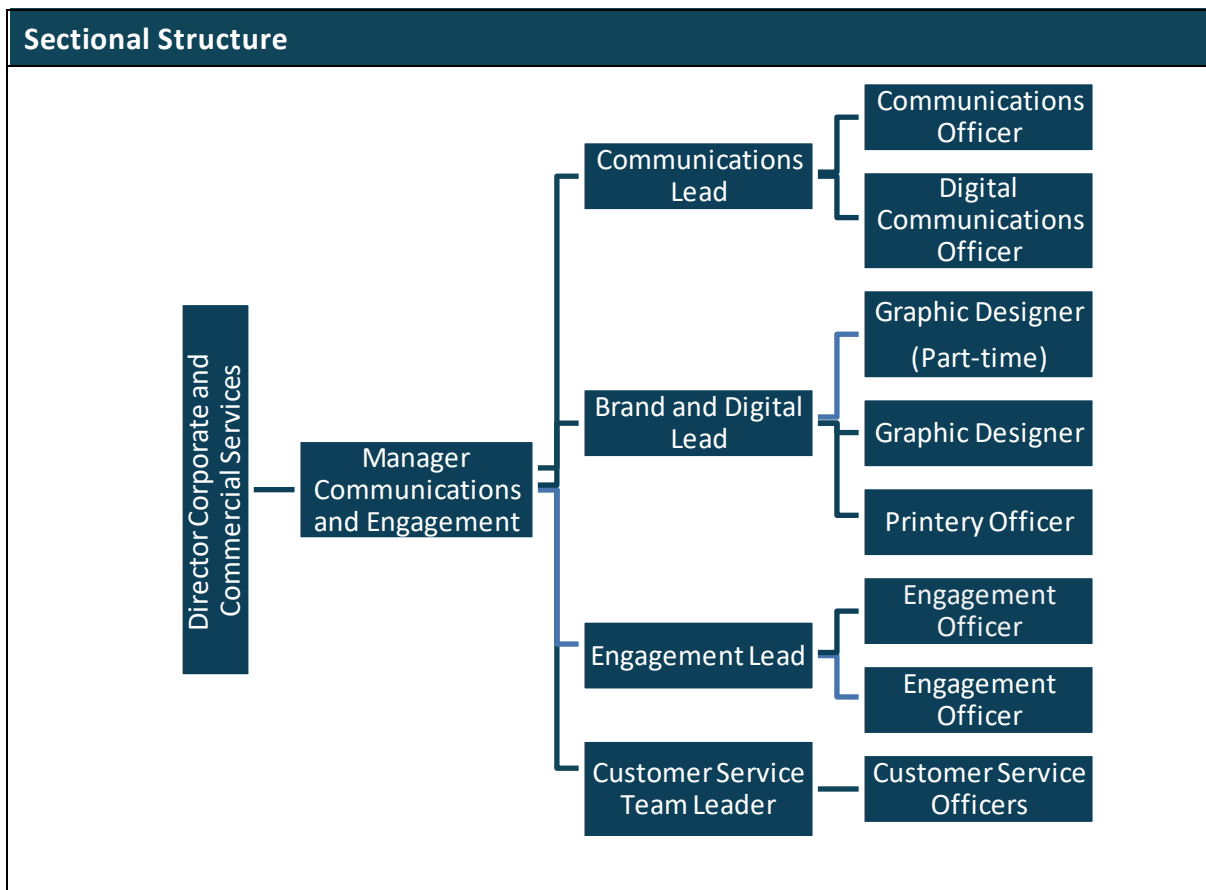


<b>Position Title:</b>	Brand and Digital Lead
<b>Position Number:</b>	2147
<b>Division:</b>	Corporate and Commercial Services
<b>Section:</b>	Communications and Engagement
<b>Grade:</b>	12
<b>Position FTE Hours:</b>	35

### Primary Purpose

The Brand and Digital Lead develops, leads and manages council's design and branding strategy and implements standards to improve outcomes and enhance the overall customer experience.

### Sectional Structure



## Selection Criteria

### Qualifications/ Licences

- Tertiary qualifications in Graphic Design, Digital Design, or Visual Communications or a relevant field
- Current Class C Drivers Licence

### Skills and Experience

- Proven experience in a similar role with a strong and diverse portfolio showcasing your work
- Ability to work with a diverse range of stakeholders including all levels of staff
- Demonstrated leadership and supervisory skills that promote high team performance, with the ability to coach, mentor and manage staff
- Solid understanding of graphic design principles, typography, colour theory, and layout
- Exceptional computer literacy using a variety of software packages including: Adobe Creative Cloud (e.g., Photoshop, Illustrator, InDesign), familiarity with Microsoft 365 project management software like MS Teams and Planner to collaborate with teams for creative projects, understanding of web design and development tools and languages like HTML and CSS, utilisation of analytics tools such as Google Analytics for data-driven decision making and reporting, and experience with CMS platforms like WordPress and server management software cPanel for managing websites and hosting
- Manage projects from brief to finish and promote and maintain effective relationships with staff, consultants, suppliers, contractors, and community organisations.
- High level communication and negotiation skills both verbal and written including the capacity to interact with all levels of staff while maintaining effective customer service and relationship management
- Demonstrated accuracy and attention to detail
- Excellent organisational and planning skills, including the capacity to work to deadlines and set priorities
- Demonstrated ability to model Council's key values and desired behaviours

## Key Accountabilities/Duties

### Leadership

- Manage a multi-disciplinary team and work collaboratively with Council staff, the local community and external stakeholders, with a focus on optimising brand touchpoints, visual identity and digital platforms
- Lead and represent the Brand and Digital team as appropriate on project and working groups, and provide advice to other areas of the organisation on strategic branding
- Manage Council brand guidelines including providing expert advice on and ensuring compliance with the guidelines including reviewing work to identify potential brand or design issues and offer solutions to deliver client and business outcomes
- Oversee art direction and develop graphic concepts and production for major projects across a range of media channels including web, digital and print as well as events and exhibition design

- Collaborate with cross-functional teams, including IT, to understand technical requirements and promptly escalate any technical, security or privacy issues with Council's public facing digital platforms and external hosts
- Design and lead our Service Delivery Model for brand, digital platforms and printing services.

**Design Services**

- Manage the entire creative process of graphic design for print, digital platforms, interface, and experiential applications from concept to execution, to ensure projects are completed successfully and on schedule.
- Ensure that content, including graphics, videos, animations and copy, is engaging and on-brand.
- Develop and maintain Council image library, including the facilitation of photoshoots
- Coordinate content with communication and engagement officers
- Comply with Council's Code of Conduct, relevant policies and procedures, values and behaviours, and work health and safety responsibilities, as amended from time to time
- Manage Council's Wayfinding and Signage guidelines, including implementation and brand application.

**Print Services**

- Oversee Council's in-house printery operations including digital print press and print finishing, equipment procurement and report on volume and production. Outsourcing of print jobs and marketing merchandise as required.

**Digital Services**

- Design, develop, maintain and troubleshoot Council's 10+ websites and continuously identify opportunities for improvement. Ensure a safe and efficient user experience by implementing security and privacy protocols, modifying programs, creating backups, resolving software problems, and updating content. Collaborate with Communications and Engagement staff and cross divisional teams to enhance the user experience.
- Monitor Council's 10+ websites to report on and identify trends and implement strategies to optimise engagement and user experience.
- Address website usability issues
- Provide training and technical support to Council's 20+ website editors.
- Stay updated on emerging technology trends and digital best practices to inform and enhance digital creative strategies.

## Position Capabilities

The Orange City Council Capability Framework describes the core knowledge, skills and abilities expressed as behaviours, which set out clear expectations about performance in our council. The full information regarding these Capabilities is available [here](#). The focus capabilities for this position are:

Group	Capability
Personal Attributes	<b>Manage Self - Coaches "Shares it"</b> <i>Show drive and motivation, an awareness of strengths and weaknesses, and a commitment to learning.</i> <ul style="list-style-type: none"> <li>Initiates action on team/unit projects, issues and opportunities</li> <li>Accepts and tackles demanding goals with drive and commitment</li> <li>Seeks opportunities to apply and develop strengths and skills</li> <li>Examines and reflects on own performance</li> <li>Seeks and responds well to feedback and guidance</li> </ul>
	<b>Ownership - Coaches "Shares it"</b> <i>Take responsibility and ownership of work and delivering to quality standards.</i> <ul style="list-style-type: none"> <li>Is prepared to make decisions within own level of authority</li> <li>Takes an active role in managing issues in the team</li> <li>Coaches team members to take responsibility and follow through</li> <li>Identifies and manages other risks in the workplace</li> </ul>
Relationships	<b>Communicate and Engage – Coaches "Shares it"</b> <i>Communicate clearly and respectfully, listen, and encourage input from others</i> <ul style="list-style-type: none"> <li>Tailors content, pitch and style of communication to the needs and level of understanding of the audience</li> <li>Clearly explains complex concepts and technical information</li> <li>Adjusts style and approach flexibly for different audiences</li> <li>Actively listens and encourages others to provide input</li> <li>Writes fluently and persuasively in a range of styles and formats</li> </ul>
Results	<b>Create and Innovate – Coaches "Shares it"</b> <i>Encourage and suggest new ideas and show commitment to improving services and ways of working.</i> <ul style="list-style-type: none"> <li>Produces new ideas, approaches or insights</li> <li>Analyses successes and failures in the organisation for insights to inform improvement</li> <li>Identifies ways in which industry developments and trends impact on own business area</li> <li>Shows curiosity in the future of the community and region and thinks creatively about opportunities for the organisation</li> <li>Identifies, shares and encourages suggestions for organisational improvement</li> <li>Experiments to develop innovative solutions</li> </ul>
	<b>Problem Solving – Coaches "Shares it"</b> <i>Think, analyse, and consider the broader context to develop practical solutions</i> <ul style="list-style-type: none"> <li>Draws on numerous sources of information, including past experience, when facing new problems</li> <li>Demonstrates an understanding of how individual issues relate to larger systems</li> <li>Makes appropriate recommendations based on synthesis and analysis of complex numerical data and written reports</li> <li>Uses rigorous logic and a variety of problem-solving methods to develop workable solutions</li> <li>Anticipates, identifies and addresses risks and issues with practical solutions</li> <li>Leads cross team/unit efforts to resolve common issues or barriers to effectiveness</li> </ul>

Leadership	<p><b>Inspire Direction and Purpose - Coaches "Shares it"</b>  <i>Communicate organisational goals, priorities and vision and recognise achievements.</i></p> <ul style="list-style-type: none"> <li>• Demonstrates passion, enthusiasm and personal dedication to the organisation's vision</li> <li>• Translates organisation and unit objectives into team goals and plans to help staff understand the links</li> <li>• Builds a shared sense of purpose through involving people in the process of cascading goals</li> <li>• Motivates staff by providing autonomy in how they do their work, saying thanks and celebrating successes</li> <li>• Takes opportunities to recognise and reward individual and team efforts and performance</li> </ul>
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### Corporate Values

As a values-based organisation, Council demonstrates its values through workplace behaviours. These behaviours provide a framework for staff to model behaviour across the organisation. Underpinning the behaviours is the Orange City Council Code of Conduct. Council's corporate values are listed below:

- **Respect** – is honest and respectful towards others and works as part of a team
- **Ownership** - takes responsibility for actions
- **High Performance** - pursues performance excellence and continually looks for improvement
- **Customer Focus** - demonstrates a customer focused approach towards internal and external customers
- **Safety** - works safely, in accordance with Council's Work Health and Safety policy and procedures
- **Equal Employment Opportunity (EEO)** – complies with EEO principles and respects diversity
- **Leadership** – Council encourages all its employees to lead by example and role model our values. Leaders also need to ensure they provide constructive feedback and encourage high performance by coaching, developing, recognising and managing people effectively

### Work Health and Safety Responsibilities

All employees are responsible for Work Health and Safety (WHS) for Orange City Council and their duties include:

- Complying with Council's WHS policies and procedures
- Working with due diligence and consideration to safeguard their own health and safety and the health and safety of others
- Reporting any potential hazards, incidents or injuries to their Supervisor and Human Resources within 48 hours
- Participating in any applicable WHS consultation arrangements
- Complying with any Return to Work Plan if injured and supporting rehabilitation in the workplace
- Correctly using all personal protective equipment

- Complying with emergency and evacuation procedures and site rules if applicable
- For Managers, Supervisors, Team Leaders or Gangers, you have additional WHS responsibilities as defined in the Orange City Council Work Health and Safety Management Policy (OP 84)

#### General

- The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required.
- Local Government (State) Award conditions apply to all entitlements.
- The Position Description links to the overall organisational Delivery/Operational Plan which ties into an employees' key performance indicators (KPIs) as part of their annual performance review.
- Position descriptions may be amended from time to time in accordance with business needs and in consultation with the incumbent of the position.

*I acknowledge that I have read and understood the duties, responsibilities and delegations of the position as outlined in the above Position Description*

<b>Name of Employee</b>	
<b>Signature of Employee</b>	
<b>Date</b>	