



ChristchurchNZ™

Job Description

Position Title:	Graphic and Digital Designer
Reports To:	Content and Creative Manager
Direct Reports:	Nil
Locations:	BNZ Centre, Level 3 (west), 101 Cashel Street, Christchurch (Head office) GreenHouse, 146a Lichfield Street, Christchurch Visitor Centre, 28 Worcester Boulevard, Christchurch
Status:	Permanent Full-time
Date:	September 2018

ChristchurchNZ **MISSION:** Ignite bold ambition for Ōtautahi Christchurch

ChristchurchNZ **PURPOSE:** Grow the economy for all

Why is this role important?

The purpose of this position is to provide a wide range of graphic design services for both traditional and online marketing projects. Inclusive of website, presentation templates, advertisements, social media posts, static and rich banner ads, email campaigns, and email templates, this role also works with web developers and external agencies to ensure consistency and integrity of brand application and creative vision.

What this role is about?

Graphic and Digital Design	<ul style="list-style-type: none">• Work in cross functional teams to develop, create, amplify and track content that aligns with ChristchurchNZ objectives• Deliver effective, aesthetic, on-brand, and on-strategy creative for websites, web pages, product graphics (including art direction of photography), email promotional creative, email templates, social media graphics, banner ads etc.• Produce designs for websites, product graphics, web logos, social media graphics and banners, static and rich banner ads, email campaigns, and email templates• Manage the digital asset library and ensure a strong knowledge base of existing assets• Translate and create marketing requirements into compelling, appropriate campaigns and designs
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	<ul style="list-style-type: none"> • Translate product positioning, existing research, and offline/online marketing strategies into effective designs • Create and manage campaign assets • Ensure consistency of brand and creative across digital customer touch points • Provide design support to other business lines to create product graphics, logos, identity design, or other similar offline graphics • Store and manage the ChristchurchNZ library of collateral <ul style="list-style-type: none"> ○ Support the development of all online collateral ○ Support all functions within ChristchurchNZ on understanding online content requirements ○ Play an active role in the content development process by working with photographers, videographers and agencies ○ Manage image folders – uploading and distributing all images to internal and external partners ○ Manage the online image library - uploading all new images to backend of website for online image gallery with support from the Website role if needed ○ Key point of contact for all image library and footage requests. 2x daily checking of image library requests online and approving use of images by external parties
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ChristchurchNZ ways of working

<p>Leadership</p>	<ul style="list-style-type: none"> • Engage with your colleagues in a respectful manner that shows openness, trust and a collaborative spirit • Participate fully in team meetings providing updates on project progress, new developments and other relevant information • Ensure you are well aware of the main ChristchurchNZ strategies and how your work contributes to them • Educate your colleagues on your area of specialisation and how you contribute to the matrix and the ChristchurchNZ strategic priorities focusing on how your work intersects to optimise operational performance • Ensure a culture of safety and wellness is maintained both at work and in any environment in which the organisation could be considered to be operating • Identify and pursue opportunities to ignite bold ambitions
<p>Corporate Responsibility</p>	<p>Stakeholder Engagement</p> <ul style="list-style-type: none"> • In line with and supporting the stakeholder engagement plan, foster genuine, effective and professional relationships with a strong focus on outcomes • Disciplined and regular use of CRM to enable a shared understanding of our stakeholders

	<ul style="list-style-type: none"> Promote a positive and professional image of ChristchurchNZ at all times in accordance with ChristchurchNZ policy <p>Commercial Capability</p> <ul style="list-style-type: none"> In line with and supporting the Revenue and Partnerships strategy, seek to understand the commercial value of what we do, identify potential commercial opportunities and partner to grow and diversify revenue streams Act with integrity and aim to over deliver on our commercial agreements <p>Business Systems & Compliance</p> <ul style="list-style-type: none"> Ensure a sound understanding of, demonstrate commitment to and comply with all legislation and company policy relevant to your role and all activities undertaken in that role Maintain and produce all organisational records accurately, confidentially, and on time utilising the appropriate business systems Prepare reports in a timely and accurate manner as required Approve payments and spending in line with the delegated authority associated with this role Use the Projects & Contracts Management Office pipeline, processes and policies to ensure effective selection and delivery of projects and contracts that are aligned to organisational priorities and deliver value for money <p>Sustainability</p> <ul style="list-style-type: none"> Maintain a high focus on resource use and disposal to minimise environmental impacts and economic cost Encourage partners and stakeholders to adopt environmentally sound practices and quality assurance programs <p>Maoritanga</p> <ul style="list-style-type: none"> Demonstrates commitment to the principles of the Treaty of Waitangi by acting in the spirit of participation, partnership and protection Considers Maoritanga in all aspects of business, and engages with iwi where appropriate
<p>Health & Safety</p>	<ul style="list-style-type: none"> Comply with the Health and Safety Policy and processes at all times Take no action or inaction that may cause harm in the workplace or in any environment in which the organisation could be considered to be operating Follow safe methods and take no unreasonable risks with your own or any other persons' safety Report all workplace accidents, incidents, near misses and any potential workplace hazards to the relevant Health and Safety Officer or your Manager Seek assistance or advice where the safe method of completing a job is not known

Professional Development	<ul style="list-style-type: none"> Proactively seek out relevant professional development activities to pursue in agreement with your manager Keep up to date on industry trends in your field of expertise
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Key Relationships/Customers/ Clients

Internal Relationships	Nature of the Relationship
All ChristchurchNZ staff, contractors and interns	Working in collaboration to achieve business objectives
External Relationships	Nature of the Relationship
External relationships are expected to evolve and change frequently for roles in ChristchurchNZ due to the nature of the organisation.	Stakeholder engagement and service delivery to achieve aligned outcomes

Qualifications, Knowledge and Experience specification

Bachelor's degree in digital design, graphic design, graphic communications or related field.
Minimum 5 years successful professional design experience, preferably at a digital agency or inhouse Web team for a product-driven business.
Strong portfolio of design work, showing solution to business problems through effective design
Able to present concepts and lead internal teams to the correct solution.
Experience in web marketing/web design with a strong knowledge of HTML, Photoshop, FTP, web design and development principles
Deep knowledge with Web design processes
Experience designing e-commerce websites or advertising
Strong work ethic and personal accountability
Strong attention to detail
Strong time management
Intermediate skills in MS Office
Good interpersonal skills
Proficient with Adobe Creative Suite products, Photoshop in particular

General

Your general duties include those outlined in this position description and may be reviewed and updated from time to time in consultation with you. You will also be required to undertake any other duties that are within your ability to perform to contribute to the overall success of the organisation, if asked to do so.