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Position Description

Graphic Design, Communications and Social Media Officer

Position Details

**Position Title** Graphic Design, Communications and Social Media Officer

**Classification** EMRC Remuneration Band – L7

**Position Number** A0210A

**Basis of Employment** Part Time

**Team Name** Sustainability Team

Position Objectives

* To support the Chief Sustainability Officer and Communications Coordinator in delivering Communications initiatives.
* To assist the Communications Coordinator and Chief Sustainability Officer in identifying, developing, implementing, and evaluating communications and marketing materials related to EMRC projects and activities.
* To be an effective and supportive team member of the Sustainability Team and assist in the timely achievement of operating goals and objectives.
* To assist with creating and uploading content for EMRC’s various social media channels.
* To assist with designing and producing collateral and marketing material within brand guidelines.
* To enhance relationships with internal and external stakeholders.

Organisational Values

The EMRC’s values describe what we believe in and how we will operate. All employees are expected to consistently demonstrate EMRC values and display the following behaviours:

**Excellence** Striving for excellence through the development of quality and continuous improvement.

**Recognition** Valuing employees in a supportive environment that focuses on their well-being.

**Innovation** Focus on innovative approaches in projects and service delivery.

**Responsiveness** Dynamic and flexible service delivery.

**Integrity** Accountability and consistency in all that we do.

Leaders ensure that the organisation’s values are created and sustained by establishing the Council’s strategic direction and providing an environment that encourages all employees to reach their potential in achieving the organisational outcomes.

Key Duties / Responsibilities

Position Responsibilities

* Assisting managing social media channels, including planning & posting feeds, stories, and videos.
* Daily social media management (Facebook, LinkedIn and Instagram)
* Prepare graphics for both digital and traditional media using Adobe software.
* Assist with the design production of print collateral within brand guidelines.
* Assisting with the design of social media marketing material, including tiles, stories, and videos.
* Assisting with events.
* Designing of event-related marketing material.
* Assisting with design elements for internal communications and programs.
* Assisting with preparing media releases and liaise with media outlets, including TV, Radio, and newspapers as required.
* Photography & video of site operations, functions and events as required.
* Updating and maintaining EMRC websites as required.
* Assisting with the development and production of advertising, newsletters and marketing collateral

Work Health and Safety (WHS) Responsibilities

* Ensure compliance with all statutory requirements.
* Ensure, as far as practicable, workers (including contractors and volunteers), service providers, customers and visitors are not exposed to hazards and that they are informed about their rights, roles and responsibilities regarding health and safety at work.
* Ensure that recommendations to improve safety and health management are acted upon.
* Ensure that all appointed contractors meet the EMRC’s WHS criteria prior to, and during, contractual engagement and undertaking work for the EMRC.
* Conduct safety related toolbox and team meetings at regular and agreed intervals.
* Ensure that workers (including contractors and volunteers), elected Safety and Health Representatives and relevant stakeholders are consulted regarding changes to procedures, premises, plant and equipment which may impact on safety and health.
* Ensure that workers (including contractors and volunteers) and other authorised persons do not commence any task without first reading the appropriate safe work procedures.
* Ensure planned workplace inspections are undertaken and documents in accordance with established inspection programme and legislative requirements.
* Ensure all tasks are risk assessed and appropriate controls according to the Hierarchy of the Controls implemented.
* Ensure that workers (including contractors and volunteers) are competent to undertake tasks allocated to them.

Organisational Responsibilities

* Ensure all documents are created, stored and maintained in accordance with the organisation’s electronic Document Management system requirements.
* Ensure all duties are performed in compliance with the procedures documented in the Business Management System (BMS) or other more current internal guideline documents.
* Actively seek and report on methods of improving systems of work to ensure continuous improvement.
* Respond to organisational initiatives and assist in the development of the EMRC as directed.
* Represent the EMRC in a responsible and professional manner at all times.
* Comply with the policies and procedures of the organisation at all times.
* Properly organise and manage working time to ensure efficient productivity.
* Perform other duties as directed that fall within the scope of the position or the incumbent’s knowledge and skills base.

Position Requirements

Competencies

* A good understanding of contemporary communication concepts and strategies.
* A good understanding of graphic design and printing processes, including Illustrator, InDesign and Photoshop.
* Proficiency with MS Office software, including Word, Excel, PowerPoint, Outlook, Chrome and Edge.
* Proficient in the use of graphic programs, including Illustrator, InDesign and Photoshop.
* Highly organised, methodical approach to achieving deadlines, including the ability to prioritise between competing demands.
* Developed creative skills.
* Ability to liaise with and direct both internal and external stakeholders in a professional, efficient and courteous manner.
* Effective problem-solving skills.
* Basic understanding of website principles, including navigation/flow of information and design fundamentals and familiarity with Spark CMS.

Experience

Essential

* Minimum of two years’ experience in a Graphic Design or Social Media Marketing role or related position, however a recent Graduate may be considered.
* Proficient in Adobe Suite, Illustrator, InDesign and Photoshop.
* Proficient use of social media, website, and online presence tools.

Desirable

* Experience in photography and video maker
* Experience with liaising with media outlets.
* Knowledge of Local Government structure and functions.

Qualifications

* A tertiary qualification in Graphic Design or Social Media Marketing (or related discipline) or extensive demonstrable experience.
* A Current and valid WA ‘C’ Class Drivers’ License (or equivalent).

Organisational Relationships

**Responsible to** A0026A – Communications Coordinator

**Supervision of** N/A

**Internal and External Liaison Internal** EMRC Management and Employees

**External** Member Council Officers

Government Agencies

Marketing and Advertising Agencies and Consultants

Research Companies

Media Groups

Suppliers

Other Stakeholders

Extent of Authority

This position operates under the limited supervision of the Communications Coordinator and Chief Sustainability Officer and

acts within the parameters of established guidelines, policies, procedures, and delegated authorities of the EMRC.

Incumbent Undertaking

I acknowledge that I have read, understood, and accept the requirements of the role as described in this position description. I understand that this position description may be amended from time to time to reflect changes to the position.

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| --- | --- | --- |
| Name of Employee |  |  |
| Signature of Employee |  |  |
| Date |  |  |

**Date Last Reviewed** January 2023

**Reviewed** Senior HR Advisor

**Updated** Senior HR Advisor

**Approved** Manager Human Resources