

## Position description

<b>Position</b>	Graphic Designer		
<b>Purpose</b>	To develop and manage graphic design and visual elements to turn complex content into simple, inspiring, visual communication materials using a range of multimedia tools that meet the needs of Brisbane North PHN, including communications materials for programs/services		
<b>Approval date</b>	24 August 2022	<b>Approved by</b>	Libby Dunstan

### Brisbane North PHN

Our vision is a community where good health is available for everyone.

Brisbane North PHN supports clinicians and communities in Brisbane's northern suburbs, Moreton Bay Regional Council and parts of Somerset Regional Council. It covers approximately 4,100 km<sup>2</sup> of urban, regional and rural areas, with a population of over one million.

We are one of 31 Primary Health Networks across Australia.

We work with local communities, consumers, carers, health professionals, hospitals and community providers to understand our community and their needs. We then engage stakeholders to design and commission programs and services to meet those needs.

Our PHN's goals:

- be informed and led by community voice
- re-orient the health system toward care close to home
- build capacity of providers to meet health needs of our region
- be an accountable, high performing organisation.

The PHN's values:

- Collaboration: We build strong and enduring relationships to achieve our shared goals
- Diversity: We are inclusive, fair and responsive to different needs
- Integrity: We are transparent, respectful and work to the highest standards
- Courage: We lead new approaches, learn and improve
- Impact: We deliver outcomes for our community.

### Key outcome areas

To ensure the organisation works effectively to achieve its annual business plan, each team member has responsibility for a range of activities and outcomes. These activities and outcomes are reviewed once a year formally and on an ongoing basis informally with team members and managers.

[www.brisbanenorthphn.org.au](http://www.brisbanenorthphn.org.au)

Level 1, Market Central  
120 Chalk Street, Lutwyche QLD 4030  
PO Box 845 Lutwyche QLD 4030  
t 07 3630 7300 f 07 3630 7333



### **Role-specific**

- develop and manage graphic design and visual elements to turn complex content into simple, inspiring, visual communication materials using a range of multimedia tools that meet the needs of Brisbane North PHN. These include communications materials to support programs/services via:
  - print resources (and liaise with external designers as required) - publications, fact sheets, posters, flyers, infographics, and similar collateral
  - digital creative including social media, website and electronic direct marketing (EDMs)
  - presentations, campaign material and signage
- manage various design requirements for multiple brands adhering to company standards
- collaborate with a range of internal and external stakeholders
- other design work as required by the organisation.

### **General**

- regularly attend team and staff meetings
- contribute to the pursuit of excellence through promoting and maintaining positive team spirit and organisational values, abiding by the organisation's Code of Conduct and Leadership Capability Framework, implementing all policies and procedures correctly and recommending quality improvements
- communicate effectively and respectfully with all members of the organisation and external stakeholders
- record all interactions in ChilliDB and other program and project databases on time, ensuring that information is relevant, accurate, up-to-date and accessible by other team members
- comply with reporting requirements as directed by your manager
- deal with sensitive information in a confidential and professional manner
- complete other reasonable duties and projects as required to meet organisational objectives

## **Reporting relationships**

### **Relationships**

Reports to: Manager | Communications and Engagement

Direct reports: N/A

### **Level of delegation**

(Per Delegation Matrix – CEO to staff)

Level 3 – All other staff

## **Key selection criteria**

Within the context of the key outcome areas described above, the ideal applicant will demonstrate the following:

### **Qualifications and experience**

- tertiary qualifications in Marketing/Graphic Design and/or equivalent industry experience
- 5+ years relevant experience in equivalent design-related roles
- advanced knowledge and skills in using Adobe Creative Suite, including Adobe InDesign, Illustrator and Photoshop. Only applicants with work samples will be considered for this role.
- demonstrated experience using (or ability to learn) computer programs and systems such as web content management systems (WordPress, Craft or similar CMS), EDM software, Eventbrite, Microsoft Office 365 suite

- excellent verbal and written communication skills
- must be creative with a high attention to detail
- ability to work collaboratively with multiple stakeholders and internal team members to support projects through communications activities
- flexibility to undertake a variety of tasks and duties within a team environment or autonomously, with disciplined time and project management skills, and an ability to meet tight deadlines
- photography and retouching skills (desirable)
- motion graphics and video editing capability (desirable)

### **Capabilities**

The Brisbane North PHN Leadership Capability Framework applies to all roles within the organisation. Applicants must address these capabilities.

- leads self – self-aware, proactive and adaptable; takes personal development opportunities and is resilient
- engages others at all levels with respect, collaboration and cultural sensitivity
- achieves outcomes in a high demand work environment with judgment and initiative
- drives innovation - contributes to our culture of continuous quality improvement
- shapes systems - works productively within internal and external systems and networks
- bases decisions on available evidence.

### **Other**

A current driver's licence is desirable and use of a personal vehicle may be required, including travel between the PHN offices. Work-related mileage will be reimbursed at relevant rates.

You may be required to work flexible hours. The role may include evening/weekend commitments for which time off in lieu is provided.

(Please note: This position description is subject to adjustment within reason and in consultation with your manager to meet the deliverables of the organisation.)