

POSITION DESCRIPTION



**MAKING A
DIFFERENCE SO
SOUTH AUSTRALIA
THRIVES**



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Position Description

Production Coordinator (Graphic Designer)

Purpose of the position

The position is responsible for providing Creative Services to the SATC by undertaking graphic design and other creative related tasks, including the co-ordination of design jobs for various internal units, outsourcing specialised projects to creative agencies and liaising with third-party production companies. The role needs to manage a steady flow of inhouse and outsourced jobs, managing the flow of jobs to deadlines, and meeting and managing expectations on timelines, budgets and branding elements. The role also acts as a key brand custodian, with responsibility for quality control and brand management across all jobs, keeping SATC’s Brand Style Guide consistent and accessible for internal and external stakeholders. The role is an important part of SATC’s marketing efforts, by ensuring collateral and documentation is on-brand and of a high-quality standard.

Position Title:	Reports to:	Position Classification:
Production Coordinator	Brand Manager	ASO401 Non-Executive Contract
Group / Unit:	Location:	Direct reports:
Marketing	Level 9, SA Water House, 250 Victoria Square	NIL

Our Values



GO BOLDLY

We thrive on taking risks and enjoy stepping outside our comfort zone.



DIG DEEPER

We never settle for simply scratching the surface. We’re hungry for knowledge, fresh ideas and innovations.



CAN DO

We believe there’s nothing we can’t do as a team.



SHARE THE LOVE

We have a passion for excellence and exceeding expectations.

Essential Criteria**QUALIFICATIONS**

- Under-graduate or vocational qualification in Visual Communication, Marketing or related field.
- Background in a creative design environment and project management.
- Tertiary qualification in graphic design or other relevant qualification/s.

SKILLS, EXPERIENCE AND KNOWLEDGE

- Experience in a professional and contemporary design environment with knowledge and familiarity with current technology, particularly within the Adobe Creative Suite - InDesign, Illustrator, Photoshop and Premier Pro.
- Proven experience in maintaining brand consistency and adhering to established brand identity.
- Proven cross-channel creative direction with a solid understanding of creative and brand expression across digital channels including social and programmatic display.
- Strong understanding of artwork production, processes, tools and trends.
- Demonstrated communications skills with both client and agency side and ability to analyse client briefs and formulate innovative and creative solutions.
- Ability to perform multiple projects at once and maintain quality, performance and deadlines to a high standard.
- Demonstrated experience and working knowledge of Apple Mac and PC computers.
- Previous experience providing high quality design advice and printing solutions.
- Ability to apply attention to detail and commitment to rigorous follow through on projects.
- Previous experience working with external designers on outsourcing various projects with varying deadlines.

Desirable Criteria**SKILLS, EXPERIENCE AND KNOWLEDGE**

- Creative experience in video editing and production using Premier Pro.
- Creative experience in digital content creation.
- Creative experience in web design and web animation.
- Proven ability to translate a script/shot list/concept into a cohesive film or video.
- Knowledge of tourism industry and SA as a tourism destination.

Competencies	
ATTENTION TO DETAIL	Accomplishes tasks through concern for all areas involved, showing concern for all aspects of the job; accurately checking processes and tasks; maintaining watchfulness over a period of time. Establishes and maintains systems and processes which produce a consistent outcome.
CREATIVITY AND INNOVATION	Creates new and imaginative ideas to work-related issues. Identifies fresh and novel approaches and shows a willingness to question traditional assumptions.
PROJECT MANAGEMENT	The ability to plan and schedule a medium to large size project; to involve and allocate appropriate resources; and to bring such projects to completion on time and within budgeted costs
PLANNING AND ORGANISATION	Establishes plans and budgets for self and/or others to accomplish. Organises and schedules resources and activities. Establishes procedures to monitor the results of delegations, assignments, or projects. Works systematically and structures own time effectively.
TEAMWORK	The genuine intention and interpersonal skills to work cooperatively with others, within and across the organisation. It includes respecting others, valuing ideas and diversity, supporting the team environment, and subordinating own objectives to the objectives of the organisation or team.
TECHNICAL KNOWLEDGE	Achieves a satisfactory level of technical and professional skills/knowledge in job-related areas; keeps abreast of current developments and trends in areas of expertise.
TIME MANAGEMENT	Organised and efficient in own work habits; plans and priorities time effectively; has tools and/or a system in place to prioritise tasks and keep track of promised actions and important deadlines.

Key Responsibilities**DESIGN ADVICE AND BRAND MANAGEMENT**

- Liaise with and provide expert advice and solutions to internal clients about their projects' design and production requirements.
- Produce and deliver high quality creative solutions which will include, but is not limited to, invitations, eDMs, static and html digital adverts, short form videos, website tiles, infographics, and PowerPoint presentations.
- Maintain SATC Brand Style Guide, specifications, documentation, logos, templates and advice to external designers/clients, internal clients and service providers to ensure accurate branding of all SATC material.
- Ensure that appropriate images from the SA Media Gallery are sourced in line with the latest Brand Style Guide to guarantee on-brand communications.
- Provide technical support for design and video-related projects.
- Optimize graphics and video content for various digital platforms.
- Maintain organized content files and help to organize and archive existing video and graphics files.
- Undertake other duties as directed.

PERFORMANCE MEASURES

- Design and quality outputs are consistent with consumer, corporate and Government style requirements and that they reinforce the SATC brand.
- Delivery of consistently high standard in graphic design work that is innovative and effective.
- Up-to-date knowledge of contemporary and relevant industry design styles and developments and changing Government requirements.
- Provides a conclusion or recommendation consistent with project objectives.
- Cooperation with and support for all SATC staff.
- Positive relationships with all stakeholders.
- Provide support for the Brand Manager.
- Presentation of ideas in a clear, concise and persuasive manner.

PROJECT MANAGEMENT

- Monitor quality and standards at all stages of project development.
- Continually monitor and maintain project progress against planned timelines and budgets. A key KPI measurement will be managing the traffic flow of jobs back and forth and managing and meeting expectations.
- Identify and liaise with suitable contractors, service providers and equipment suppliers to meet project requirements.
- Work with the existing archive system so that all design projects can be easily retrieved.
- Manage JIRA (Internal job logging system) where internal clients will log jobs to be outsourced.

PERFORMANCE MEASURES

- Success in meeting project objectives, deadlines and budgets.
- Clear and simple reporting, showing traffic flow and managing deadlines.
- Quality control and fact / proof checking.

- Forecasting, cash flowing, and reconciling are all up to date.
- Clear communication of project objectives and assignments.
- Effective use of time.
- Records and archives are kept up-to-date and are accurate.

OUTSOURCING AND QUALITY CONTROL

- Manage outsourcing of SATC design projects for various internal units.
- Manage outsourcing of SATC printing project for various internal units.
- Liaising with external designers/partners to obtain initial quote, to provide advice on style and to ensure the job meets clients brief, timeline and budget.
- Responsible for first briefing and final sign-off of job, it is the client's responsibility to handle the job in-between and go back and manage any changes.
- Keep up to date with graphic design and multimedia industry rates.

PERFORMANCE MEASURES

- Success in managing client brief.
- Ensure creative briefing process is adhered to.
- Clear communication of SATC style requirements.
- Up-to-date knowledge of relevant industry rates and developing an ongoing relationship with external suppliers.
- Correct use of South Australia and Government logos across all design work.

ORGANISATIONAL CONTRIBUTION / SAFETY AWARENESS

- Adhere to SATC policy and procedures on all matters relating to health and safety.
- Ensure that SATC vehicles are maintained in accordance with SATC Motor Vehicle Policy, attend driver training, and drive according to the law and prevailing conditions.
- Follow the principles of a sustainable working environment by following organisational greening initiatives

PERFORMANCE MEASURES

- 100% commitment to Work Health and Safety (WH&S).
- 100% attendance in relevant WH&S training.
- Ensure knowledge and appropriate application of WH&S procedures and policies.

Special Conditions

- The appointment will be subject to a 6 month probation period. Continuation of the contract is conditional upon the achievement of performance objectives and the allocation of sufficient funding.
- The incumbent will be required to undertake an annual performance agreement with their direct manager, using the SATC's Performance Development process.
- Take personal responsibility for understanding and complying with the South Australian Tourism Commission policies on WHS, equal employment opportunity and public administration.
- The incumbent is responsible and accountable for keeping accurate and complete records of their business activities in accordance with the State Records Act 1997.
- It is the policy of the Commission that staff can be reassigned to other positions or roles consistent with their classification level to meet changing work demands and/or their personal development needs.
- The incumbent may be required to undertake a relevant national police check or employment screening check
- Out of hours work, intrastate and interstate travel may be required.

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Executive Manager

Erik de Roos
Executive Director
Marketing

Signed

Date

Line Manager

Emma Bailes
Brand Manager
Marketing

Signed

Date

Incumbent

Name
Production Coordinator
Marketing

Signed

Date