

Position Description

Role title	Graphic and Multimedia Designer	Last reviewed	6/02/2025
Division	Sales and Corporate Affairs	Team	Communications and Stakeholder Engagement
Reports to	Visual Communications Manager	Classification	ASO5
Direct reports	Nil		

Role Purpose

Develop and deliver print and digital visual communication collateral to maintain Renewal SA's cohesive corporate identity, create captivating visual content across various platforms, and ensure alignment with brand guidelines and objectives.

Key Accountabilities

- Work collaboratively within the Sales and Corporate Affairs division to supply visual brand assets and art direction to ensure brand equity in the marketplace across all corporate and project collateral.
- Provide high-quality graphic design and animations to produce engaging on-brand concepts and designs with consideration to modern best-practice standards, brand and style guidelines, accessibility guidelines, diversity and inclusion, and relevant government guidelines
- Contribute to maintaining the corporate identity guidelines and branding style guides, ensuring adherence across all materials and platforms including Renewal SA's project brands.
- Contribute to the maintenance of the corporate visual library to support marketing outcomes.
- Work collaboratively with internal stakeholders to provide specialist advice, negotiate and produce effective design solutions, advise best practices, and emerging trends to inform decision- making and enhance Renewal SA's brands.
- Apply quality standards using high attention to detail and contribute to the development and implementation of graphic and multimedia design processes and systems.
- Manage the design and production of corporate and project-specific advertising for print and web-based publications and develop necessary visual communication materials to ensure consistency with brand.
- Nurture service provider relationships, ensuring clear communication, collaboration, and the delivery of high-quality visual communication materials within budget and timeline constraints.
- Other duties as required.

Key Relationships

Internal	
Who	Why
Manager	Receive guidance and instruction, seek clarification and advice, and report on progress against work plans.
Work Team	Participate in meetings, share information, and provide input on issues. Support team members and work collaboratively to contribute to achieving team outcomes.
Internal Stakeholders	Respond to queries, exchange information, and work collaboratively to resolve issues.
External	
Who	Why
Other Government Agencies	Establish networks and collaborative relationships across SA Government to share ideas and learnings and develop common responses to emerging issues.
External Stakeholders	Engage with relevant stakeholders to facilitate communication, provide expert advice, gather, and exchange relevant information.

Key Challenges

- Direct design support to Renewal SA Office of the Chief Executive and internal stakeholders with high priority requests and management of competing workload priorities.
- Navigating and balancing the diverse needs and expectations of stakeholders, incorporating multiple perspectives, and ensuring visual communications materials meet the preferences of various stakeholders while maintaining a cohesive and consistent brand image.
- Managing and prioritising competing demands and priorities in a fast-paced environment, and optimising workflow to meet tight deadlines without compromising the quality of visual communications materials.

Qualifications and Technical Requirements

- Tertiary qualifications in Graphic Design, Visual Communications or a related discipline or equivalent experience.
- Strong technical skills in Adobe Creative Cloud, including Photoshop, Illustrator, InDesign and After Effects is essential
- Qualifications or equivalent experience in UX Design and basic photography will be highly regarded
- Demonstrated experience using Microsoft Office products

Special Conditions

- Out of hours work may be required.
- Inter/intrastate travel may be required.
- The incumbent must meet the WHS responsibilities and accountabilities as set out in the Renewal SA WHS Policy commensurate with their role. This includes ensuring that any work undertaken by or on the behalf of Renewal SA, is undertaken in accordance with the WHS Act 2012, Regulations, Codes of Practice, and internal Specifications.

- The incumbent is responsible and accountable for keeping accurate and complete records of their business activities in accordance with the State Records Act 1997
- The role is deemed a 'Position of Trust' pursuant to the standards required in the Australian Government Protective Security Policy Framework
- A current satisfactory National Police Clearance is required and renewed as per Renewal SA's policy.

Key Capabilities

The [Renewal SA Capability Framework](#) integrates the Renewal SA Strategic Plan and the South Australian Public Sector Values to define the capabilities we need to operate effectively. Our Framework is led by four principles that are critical themes and considerations that ensure safety, personal leadership, best practice, and our communities are at the forefront as we apply our capabilities.

All the capabilities within the Renewal SA Capability Framework are relevant for all employees. The below outlined capabilities are specifically needed to successfully perform the role.

Capability Group	Capability	Level	Behaviours
Culture and Collaboration	Communicate effectively	Accomplished	<ul style="list-style-type: none"> • Simplify and communicate complex and technical information into understandable and approachable messages. • Apply logic and reasoning throughout messages to achieve the objective of the communication and set clear expectations. • Understand the customers of the audience and tailor the mode of the communication as well as style and tone to suit. • Use languages that demonstrates detailed understanding of Renewal SA's organisation and terminology.
Strategy and Growth	Make an impact	Intermediate	<ul style="list-style-type: none"> • Undertake analysis of problems to ensure solutions address the issues identified for the stakeholder identified. • Support solutions through well documented research, modelling or other means that demonstrates they address the issues. • Articulate the secondary benefits of solutions including impacts to Renewal SA's communities or service delivery. • Promote environmental, sustainable and social considerations into solution development and benefits definitions.
Innovation and Agility	Support creativity	Intermediate	<ul style="list-style-type: none"> • Engage in discussion and ideation with others to consider the merit of all ideas to find the best possible outcome. • Find opportunities in your work or your team to trial new ideas and concepts.

			<ul style="list-style-type: none"> • Trial new ways of generating ideas by researching and applying new ways of creative thinking. • Encourage team to identify and discuss ways to improve the processes and systems used.
Solutions Focused	Prioritise and plan	Intermediate	<ul style="list-style-type: none"> • Demonstrate detailed understanding of the activities and actions required to achieve the objectives in planning activities. • Take part in the planning of team goal setting and contribute to identifying key work activities. • Develop schedules of the work activities, sequence and timeframes to achieve your role in the plan. • Proactively prepare updates to plans or scheduling where impacts to the work activities are forecast or expected.

Delegate		Role occupant	
This position profile accurately outlines the expectations of the role.	<input type="checkbox"/>	I have read and understood the role and expectations of me.	<input type="checkbox"/>
Name		Name	
Title		Signature	
Signature			
Date	Click to enter a date.	Date	Click to enter a date.