

The University of Waikato
Te Whare Wānanga o Waikato

POSITION DESCRIPTION

Senior Designer

Vision

We will

- deliver a world-class education and research portfolio
- provide a full and dynamic university experience which is distinctive in character
- pursue strong international linkages to advance knowledge

The over-arching themes of this *Vision* are:

- Excellence
- Distinctiveness
- International Connectedness

Values

Ko te mana o Te Whare Wānanga o Waikato ka herea ki tō tātou:

- Tu ngātahi me te Māori
- Mahi pono
- Whakanui i ngā huarahi hou
- Whakarewa i te hiringa i te mahara

The University of Waikato places a high value on:

- Partnership with Māori
- Acting with integrity
- Celebrating diversity
- Promoting creativity

1. GENERAL

The Marketing team's purpose is to provide best in class services which protect and build the reputation of the University amongst its diverse stakeholder groups and customers. The team, which forms part of the Office of the Vice-Chancellor, the administrative headquarters and the Chief Executive office of the University, provides leadership in areas such as brand, marketing, and related communications activity, working closely with academic divisions and other functions across the organisation to support the achievement of the University's strategic goals.

2. POSITION PURPOSE

To provide in-house design and creative expertise and service as part of the Marketing team.

3. ACCOUNTABILITY

The Senior Designer is responsible to the Senior Manager Brand and Creative

4. FUNCTIONAL RELATIONSHIPS:

Internal: Senior Manager Brand and Creative
Director of Marketing
Brand and Creative team
Marketing team
Office of the Vice-Chancellor
Communications team
Student Services
All University of Waikato Directorates, Divisions and Campuses

External: All User-groups of University digital platforms
Digital partners & solution providers
Waikato Print
Other external agencies

5. KEY TASKS

Brand

- Act as a brand guardian to ensure print and digital marketing materials and content are produced to meet brand standards.
- Develop, communicate and enforce University brand and style guidelines.
- Advise on the appropriate use of University brand elements including the logo to both internal and external clients.
- Respond to requests for creative assets and logos.

Design

- Provide an internal creative service for the team and wider University with a focus on producing publications, collateral, digital and print advertisements, images, infographics, event expo designs and banners as required.
- Take the lead role in the development of creative ideas and design.
- Advise on appropriate design execution to meet marketing objectives.
- Support the development and maintenance of a creative asset's library, which will provide the University with high quality, brand compliant creative assets including photography, video and templates for publications, collateral and advertising.
- Advise stakeholders across the University on design requests to ensure collateral is produced to a high standard and that its design is appropriate for the intended audience.
- Support the Senior Manager Brand and Creative to manage the flow of work to meet deadlines.

Leadership

- Take the Design lead on all design work that comes into the Brand & Creative team.
- Proactively contribute to the planning and decision-making process of the Brand & Creative team.
- Ensure a 'customer centric' approach is taken in all activities.
- Align activities and behaviours with the University Vision and Strategy.

Team Contribution

- Actively participate and contribute to the Marketing team activities to encourage transparency, open sharing of knowledge, and actions to build a high-performance culture.
- Contribute to the ongoing development of the Marketing strategy and plans.
- Contribute to projects to improve processes through knowledge and expertise.
- Proactively build positive relationships across Marketing and key stakeholders.

Health & Safety

- Participate in the maintenance of a safe and healthy work environment for self and others including students.
- Comply with and undertake responsibilities set out in the University's Health and Safety Policy.
- Undertake health and safety responsibilities as set out in the University's Health and Safety Policy.

Any other duties as required that are consistent with the position held, other than in exceptional circumstances such as rehabilitation after injury or sickness.

NOTE: Staff have an annual Objectives, Development and Reflection (ODR) meeting with their manager. New staff normally attend such a meeting approximately three months after taking up their appointment.

6. PERFORMANCE STANDARDS

The Senior Designer will be performing satisfactorily when:

- Robust Brand Guidelines have been developed for the University and are available to all staff.
- The caliber of University design work enhances the positioning and reputation of the University of Waikato.
- University collateral has appropriate sign-offs according to brand policies.
- Marketing outputs show a professional level of content and design and understanding of the target audiences.
- Appropriate brand information and advice is provided in response to enquiries.
- Correct logos are provided for use and UoW brand guidelines are observed in both internal and external material.
- Tasks are handled in a friendly, knowledgeable, and responsive manner.
- Professional relationships are established and maintained across the University.
- The role has a professional development plan in place that is clear.
- Safe and healthy work practices are followed. University policies and procedures, relevant work standards and statutory obligations are complied with.

PERSON SPECIFICATION

EDUCATIONAL QUALIFICATIONS

Essential

- Tertiary qualification in Graphic Design or relevant field.

TRAINING, SKILLS AND KNOWLEDGE

Essential

- 7+ years of relevant work experience.
- Extensive knowledge of Adobe Creative Suite and familiarity with desktop publishing conventions and processes.
- Ability to build effective relationships with key stakeholders.
- Excellent communication skills – oral and written.
- Print production and prepress knowledge.
- Experience in dealing with external clients and agencies.
- Knowledge of and experience with the Microsoft suite of computer software.

Preferred

- Experience in a creative or design agency.
- Knowledge of the tertiary sector.

PERSONAL QUALITIES

- Professional manner.
- Innovative and creative.
- Shows initiative and ability to assume responsibility.
- Flexible and self-motivated.
- Collaborative team player.
- Excellent planning and organisational skills.
- Ability to work under pressure and meet deadlines.
- Ability to develop positive working relationships with colleagues and clients.
- Ability to work independently and with the minimum of supervision.
- Attention to detail.
- Willingness to learn new technologies.
- Passionate believer in the value of education.
- Commitment to a culture of openness, flexibility and co-operation to achieve excellence in academic programmes, research and service.
- Commitment to equal opportunity and to the University's partnership with Māori as intended by the Treaty of Waitangi.

October 2024