



Position Description

Position	Design and Marketing Officer – Parental Leave Cover
Directorate	Marketing and Visitor Experience
Location/s	Mosman based with location work at other Harbour Trust sites
Reports to	Marketing and Communications Manager
Direct Reports	Nil
Enterprise Agreement Classification	Level 5
Our Organisation	<p>The Sydney Harbour Federation Trust (Harbour Trust) manages extraordinary places on the world's best harbour and provides the public with access to precious bushland, parks and open spaces.</p> <p>Located in First Nations countries, our visitor destinations are known for their natural beauty. They also feature heritage-listed structures and other remnants from Australia’s colonial, maritime and military history. For these reasons, they have significance on a national and international scale.</p> <p>Our vision includes making our destinations accessible to diverse audiences, amplifying their heritage and environmental values through storytelling and – through their conservation, remediation and adaptive reuse – fostering a sense of place and belonging.</p>
Code of Conduct & Values	<p>All employees at the Harbour Trust abide by the Harbour Trust’s key values and Code of Conduct, behaving honestly and with integrity and acting with care and diligence.</p> <p>Employees are required to maintain confidentiality of all Harbour Trust information, upholding the Harbour Trust’s values, integrity and its good reputation.</p>
Harbour Trust Behaviours	Delivering on these behavioural expectations is the responsibility of all staff and forms part of our integrated performance framework:



	<ul style="list-style-type: none"> - We are ambassadors - We share information - Us not they - Collaboration is key - Caring for country mindset - We are all storytellers - Being constructive - Innovation mindset
Delegations	To fulfill your role and responsibilities, you are delegated powers outlined within the Harbour Trust Register of Delegations. Delegated powers are to be exercised responsibly in a proper, ethical, diligent, professional and efficient manner, including always acting in good faith and in the best interests of the Harbour Trust.
Health & Safety	The Harbour Trust integrates safety into all aspects of the business to promote a positive safety culture and takes proactive steps to mitigate the risk of harm to employees and others in the workplace.
Our Commitment	The Harbour Trust is an equal employment opportunity employer, committed to ensuring all employees are free from discrimination and harassment; where everyone is treated with dignity, courtesy and respect.

ROLE OVERVIEW:

As a modest-sized organisation of approximately 80 staff, the Harbour Trust has a small but passionate Marketing and Communications team. As part of the team, the Design and Marketing Officer provides graphic design and marketing support to the Harbour Trust ensuring all outputs are aligned to Harbour Trust brand and site-specific guidelines, while enhancing visitor experience through current and new initiatives.

This is a 13-month parental leave cover contract role with a start date of 28 January 2025.

ROLE ACCOUNTABILITIES:

- Develop creative concepts and design assets that align with the organisation's brand guidelines and consistency across Harbour Trust marketing and communication channels, supporting the growth of the organisation's brand awareness and reputation.



- Design visually engaging print and digital marketing material for the Harbour Trust, including but not limited to brochures, annual reports, publications, web graphics, advertising, corporate templates and other ad hoc projects.
- Manage multiple design projects simultaneously, from original concept to final delivery, involving multiple internal stakeholders across the organisation with tight and conflicting deadlines.
- Design and execution of signage projects, including but not limited to events, site identification, wayfinding, interpretation and regulations, to enhance the overall visitor experience.
- Liaise with and manage external suppliers, including but not limited to external design agencies, freelance designers, printers and signage fabricators, as required, including providing branding guidelines, developing briefs, setting timelines and checking proofs.
- Act as brand custodian for the organisation and ensure external facing materials produced by staff are brand compliant and corporate templates are used correctly.
- Maintain inventory of signage across all Harbour Trust sites and update/replace as required.
- Maintain organised files and accessible design assets in the Media Assets and Brand Library, ensuring assets are available for use.
- Stay up-to-date with industry trends, sustainable signage solutions, best practices, tools and techniques to ensure our designs remain innovative and impactful.
- Other duties as required.

SELECTION CRITERIA:

Essential (*Qualifications, attributes, skills and knowledge*)

- Minimum 4 years' professional experience as a Graphic Designer or in a similar role.
- Strong knowledge of design fundamentals, including typography layout and design as well as application over various mediums and formats including brand, design, print, digital and online.
- Experience with wayfinding and interpretive signage design.
- An understanding of marketing principles and brand positioning.
- An understanding of accessibility and inclusive design.
- Ability to work both autonomously and within a complex team structure, and advise on best practice where needed.
- Excellent level of attention to detail with a proactive approach to resolving practical problems.
- The ability to develop knowledge of legislation and regulations that govern the Harbour Trust.



Desirable

- Current drivers licence
- Experience in designing digital campaigns (websites, animation/motion graphics, paid social media graphics and banners, HTML5 and dynamic banner ads)

QUALIFICATIONS:

Relevant university level qualifications in visual communication or communication design with proficient knowledge of Adobe Creative Suite (Photoshop, InDesign and Illustrator) and working knowledge of Microsoft Office (Word, PowerPoint, Excel and Outlook).

ELIGIBILITY

- Satisfy a Police Check
- Hold Australian citizenship or residency or appropriate visa.



INTEGRATED LEADERSHIP SYSTEM- Level 5

Supports strategic direction	Achieves results	Supports productive working relationships	Displays personal drive and integrity	Communicates with influence
<p>Supports shared purpose and direction</p> <p>Understands and supports the organisation's vision, mission and business objectives. Identifies the relationship between organisational goals and operational tasks. Communicates with others regarding the purpose of their work. Understands and communicates the reasons for decisions and recommendations to others.</p> <p>Thinks strategically</p> <p>Understands the work environment and contributes to the development of plans, strategies and team goals. Identifies broader influences that may impact on the team's work objectives. Demonstrates an awareness of the implications of issues for own work and work area.</p> <p>Harnesses information and opportunities</p> <p>Draws on information from diverse sources and uses experience to analyse what information is important and how it should be used. Maintains an awareness of the organisation and keeps self and others well informed on issues that may affect work progress.</p> <p>Shows judgement, intelligence and commonsense</p> <p>Undertakes objective, systematic analysis and draws accurate conclusions based on evidence. Identifies problems and works to resolve them. Thinks laterally, identifies and implements improved work practices.</p>	<p>Identifies and uses resources wisely</p> <p>Reviews project performance and identifies opportunities for improvement. Makes effective use of individual and team capabilities and negotiates responsibility for work outcomes. Is responsive to changes in requirements.</p> <p>Applies and builds professional expertise</p> <p>Values specialist expertise and capitalises on the knowledge and skills of others within the organisation. Contributes own expertise to achieve outcomes for the business unit.</p> <p>Responds positively to change</p> <p>Establishes clear plans and timeframes for project implementation. Responds in a positive and flexible manner to change and uncertainty. Shares information with others and encourages cooperation in coping with change.</p> <p>Takes responsibility for managing work projects to achieve results</p> <p>Sees projects through to completion. Monitors project progress and manages priorities. Commits to achieving quality outcomes and adheres to documentation procedures. Seeks feedback from supervisor to gauge satisfaction.</p>	<p>Nurtures internal and external relationships</p> <p>Builds and sustains positive relationships with team members, stakeholders and clients. Is responsive to changes in client and stakeholder needs and expectations.</p> <p>Listens to, understands and recognises the needs of others</p> <p>Actively listens to staff, colleagues, clients and stakeholders. Involves others and recognises their contributions. Consults and shares information and ensures others are kept informed of issues. Works collaboratively and operates as an effective team member.</p> <p>Values individual differences and diversity</p> <p>Recognises the positive benefits that can be gained from diversity, and explores diverse views. Recognises the different working styles of individuals, and factors this into the management of people and tasks. Tries to see things from different perspectives. Treats people with respect and courtesy.</p> <p>Shares learning and supports others</p> <p>Identifies learning opportunities for others and delegates tasks effectively. Agrees clear performance standards and gives timely praise and recognition. Makes time for people and offers full support when required. Provides constructive feedback. Recognises and notes under-performance where appropriate.</p>	<p>Demonstrates public service professionalism and probity</p> <p>Adopts a principled approach and adheres to the APS Values and Code of Conduct. Acts professionally at all times and operates within the boundaries of organisational processes and legal and public policy constraints. Operates as an effective representative of the organisation in internal forums.</p> <p>Engages with risk and shows personal courage</p> <p>Provides impartial and forthright advice. Justifies own position when challenged. Acknowledges mistakes and learns from them, and seeks guidance and advice when required.</p> <p>Commits to action</p> <p>Takes personal responsibility for meeting objectives and progressing work. Shows initiative and does what is required. Commits energy and drive to see that goals are achieved.</p> <p>Promotes and adopts a positive and balanced approach to work</p> <p>Persists with, and focuses on achieving, objectives even in difficult circumstances. Remains positive and responds to pressure in a calm manner.</p> <p>Demonstrates self awareness and a commitment to personal development</p> <p>Seeks feedback from others. Communicates areas of strengths and acknowledges development needs. Reflects on own behaviour and recognises the impact on others. Shows commitment to learning and self-development.</p>	<p>Communicates clearly</p> <p>Confidently presents messages in a clear, concise and articulate manner. Focuses on key points and uses appropriate, unambiguous language. Selects the most appropriate medium for conveying information and structures written and oral communication to ensure clarity.</p> <p>Listens, understands and adapts to audience</p> <p>Seeks to understand the audience and tailors communication style and message accordingly. Listens carefully to others and checks to ensure their views have been understood. Checks own understanding of others' comments and does not allow misunderstandings to linger.</p> <p>Negotiates confidently</p> <p>Approaches negotiations with a clear understanding of key issues. Understands the desired outcomes. Identifies relevant stakeholders' expectations and concerns. Discusses issues credibly and thoughtfully. Encourages the support of relevant stakeholders.</p>