

## POSITION DESCRIPTION



Role Title: *Graphic and Multimedia Designer*

Business Group: *Advocacy, Fundraising, Marketing & Communications*

Reports to: *Brand, Creative & Marketing Manager*

Direct Reports: n/a

Salary Band: F

**Barnardos** shapes brighter futures together with children and families in Aotearoa. We work with them to build nurturing relationships and resilient homes and communities, so that children reach their full potential. Every year our services and people make a real and positive difference in the lives of thousands of children, young people and their families.

### **Our vision / moemoeā**

An Aotearoa New Zealand where every child shines bright.

### **Our mission/kaupapa**

Be the voice and greatest fan of the next generation  
Shape brighter futures via early education and targeted social services  
Create insightful ways to empower tamariki/children to shine bright

### **Our Guiding Principles**

Kotahitanga – Unity	Ata Whakarongo – Hear with Intent
Māiatanga – Realise Potential	Kaikōkiritanga – Progress with Purpose
Mahi tōtika – Do the Right Things Well	

Barnardos is committed to the Treaty of Waitangi as a founding document of New Zealand.

### **Purpose of the role::**

The purpose of the Graphic and Multimedia Designer is to create and deliver innovative, brand-aligned and effective visual imaging, design and creative content across all Barnardos' brands, Fundraising and Advocacy. The responsibilities will include alignment and delivery across multiple channels.

### **Purpose of the Business Group:**

The Marketing, Communications and Fundraising functions support the delivery of Barnardos strategic plan through quality planning and execution of marketing communications and fundraising. The teams focus on increasing revenue through the



identification and implementation of new and improved approaches to fundraising, support the profile of Barnardos Early Learning and ensure strong brand recognition (through multiple channels) to build understanding of Barnardos and the valuable work we do to support an Aotearoa where every child shines bright.

The Advocacy function supports Barnardos to deliver on its responsibility as a national children's NGO to influence Government and other key decision-makers for systems-level change that impacts positively on children and their families' everyday lives.

## Key Result Areas

### Graphic Design

- Outcome:** All Barnardos brands touch points are equipped with modern, professional and consistent design elements and visual imagery.
- Key responsibilities include:**
- Deliver on all key internal graphic design needs including all creation of all centralised brand collateral, communication material and ad hoc requirements
  - Ensure macro and micro level graphic design is consistent and meets Brand Guidelines
  - Deliver all key external graphic design requirements including:
    - On and offline advertising
    - Campaign elements
    - Event items
    - Fundraising communications, including appeals
    - Digital and printed newsletters
    - Service Brochures
    - General collateral
    - Annual reports
    - Website design guidance and updates as required etc
    - Signage
    - Internal office/early learning centre look and feel
  - Create and oversee creation of all social media visual content
  - Support managers to ensure design and brand consistency from a design perspective
  - Support the managers and staff to implement and update the Brand Guidelines
  - Apply best practice to ensure effective design to support effective communication of Barnardos' brands and public profile





## Multimedia Design

**Outcome:** All Barnardos brands across all touchpoints have relevant, professional and consistent visual content and imagery.

**Key responsibilities include:**

- Create/edit/select multimedia content including:
  - Photography for digital and offline use
  - Video for digital and/or internal use
  - Internal communications and brand look and feel assets, including for Barnardos Early Learning Centres and Barnardos offices
  - Audio elements
  - Interactive tools
  - Other relevant multimedia items
- Ensure multimedia content resonates and effectively reaches audiences

## Relationship Management

**Outcome:** High quality graphic design and multimedia input is delivered across Advocacy, Fundraising, Marketing, Communications and Service Delivery lines.

**Key responsibilities include:**

- Develop effective working relationships by working closely with:
  - Fundraising to support delivery of effective, revenue generating fundraising appeals and donor journeys across a range of channels
  - Barnardos Early Learning and Barnardos Child and Family Services to understand the aims and needs of the operational service lines and to support effective marketing of services
  - Advocacy Team to support the delivery of Advocacy campaigns and initiatives
- Communicate effectively about design work, including:
  - Receiving a brief and understanding all project requirements
  - Concept generation and presentation
  - Supporting stakeholders understand choice of design treatments
  - Liaising with printers/external suppliers
- Collaborate effectively with internal stakeholders and colleagues to deliver positive holistic outcomes



## Ngā Pou e Whā (Māori Strategy)

**Outcome:** All our work is guided and informed by Ngā Pou e Whā, the Barnardos Maori Strategy.

**Key responsibilities include:**

- Take individual responsibility for Health and Safety practices
- Comply with occupational health and safety legislation and regulations
- Be familiar with and observe all safe work policies, procedures and instructions
- Promote and participate in health and safety, maintain a safe workplace, and ensure that all equipment is used correctly at all times
- Take responsibility for own health and safety and ensure no action or inaction on your part harms others in the workplace

## Health, Safety and Environment

**Outcome:** A safe and healthy working environment is maintained at all times.

**Key responsibilities include:**

- Taking individual responsibility and accountability for Health and Safety practices
- Complying with occupational health and safety legislation and regulations
- Being familiar with and observing all Barnardos safe work policies, procedures and instructions
- Promoting and participating in health and safety, maintaining a safe workplace, and ensuring that all equipment is used correctly at all times
- Taking personal responsibility for own health and safety and ensure no action or inaction on your part harms others in the workplace
- Continuing to update their knowledge and management competence in health and safety
- Ensuring that all employees and contractors understand and accept their responsibility to adhere to and promote a safe and healthy workplace

## Other Duties as Required

**Outcome:** The team, function and organisation meets its purpose and strategy.



**Key responsibilities include:**

- Perform other duties which may reasonably be required which fit the role's purpose, and for which the position holder is qualified or has received adequate training or instruction.

## Key Relationships

All Barnardos employees have a responsibility for developing and maintaining excellent relationships. In this role, the **key relationships** to be developed are as follows:

Within Barnardos NZ	Outside Barnardos NZ
Marketing and Communications Team members	Digital agencies, partners and suppliers as required (e.g. Web developers, signage companies, photographers)
Operational Business Service Line Managers	
Advocacy Team	
Fundraising Team	
Project Leaders	

## Person Specification

Qualifications (or equivalent level of learning)

Essential	Desirable
Relevant design qualification, e.g. graphic design, multimedia design	Training in and applied experience of project management methodology
	Training or accreditation in digital/social media-based marketing

Experience

Essential	Desirable
4-5 years relevant creative experience in a design role, ideally within an NGO, or an entrepreneurial environment, supported by a strong design portfolio	Experience working in an organisation responsible for multiple brands and supporting visual identity of these, or in an agency
Experience in understanding and applying marketing and brand guidelines at a local and national level	Experience and success with digital advertising platforms and social media-based marketing





## Knowledge

Essential	Desirable
Alignment to Barnardos' Guiding Principles and a commitment to Te Tiriti o Waitangi	Familiarity working in digital advertising and/or marketing
Knowledge of latest trends and best practice in graphic design, multimedia design, including in the digital space etc	

## Skills and Competencies

Essential	Desirable
Exceptional eye for 'visual content' and detail	Experience in storytelling through creating visual content that brings stories to life and has impact
Proficiency in Photoshop, Illustrator, InDesign, Canva	Editorial skills, familiarity working with other Adobe software, including Adobe After Effects, Adobe Premiere, XD
Proficiency in video/multimedia software and content creation	Illustration and/or animation skills
Ability to take photography and videos for general application to support communication of brand	
Proven ability to manage multiple tasks and prioritise workflow to meet deadlines in a fast-paced and high-pressure environment	
Able to generate creative and practical ideas and solutions to problems	
Ability to develop and maintain reciprocal working relationships with internal and external stakeholders	
Ability to guide and support non-Design people to understand and appreciate the role of design in organisational success	
Commitment to continuous improvement and ability to improve work procedures	
Collaborative and innovative	
Motivated and resilient	
Ability to communicate effectively in all forms	
Listens to others to hear different points of view (including at briefing and ideation stages) and able to synthesise information from a range of sources	
An interest in design trends and passion for applying creativity to develop fit-for-purpose, eye-catching solutions	



## Vulnerable Children Act 2014

This role is Not a Children's Worker under the Vulnerable Children Act 2014.

### Delegations and Authority

#### Human Resources

- No formal responsibility for staff.

#### Financial – Budgetary and Expenditure Limits


- Budget Expenditure: No authority to commit to expenditure.

#### Correspondence

- No authority to sign external correspondence.

#### Authorisation of Position Description

Positions in Barnardos may change over time as the organisation evolves and priorities change. The key responsibilities for this position may change as the job evolves to ensure that Barnardos is able to adapt and respond to changes in the business environment. Any significant changes would be discussed between the jobholder and their manager. All significant changes will be approved by the relevant Executive Leadership Team (ELT) member.

Date Created:	7 December 2020	Date last updated:	December 2020
Authorised by:	GM Advocacy, Fundraising, Marketing & Communications	Date authorised:	24 December 2020
Signature:	 Dr Claire Achmad		



