

POSITION DESCRIPTION

Graphic Designer

1.0 FTE

Our Vision

A world shaped by love, compelled and informed by the Gospel.

Our Mission

To equip students and scholars to renew their communities with a faith as intelligent as it is courageous.

Statement of Faith

Models a faith to others that is personally vibrant, Christ-centred, evangelical and deeply shaped by the Scriptures and demonstrates commitment to the doctrinal statement of the College and its evangelical heritage, including willingness to sign the Laidlaw College statement of faith.

Location

The location of this position is at Laidlaw's Henderson Campus.

Key Relationships

The roles which directly impact this position are:

Communications Lead (Supervisor)
Communications Team
All Laidlaw Staff

Role Purpose

The Graphic Designer is responsible for ensuring that Laidlaw College's communications are timely, effective and beautiful.

The role's primary purpose is to design communications and academic collateral that engages with the College's stakeholders, in line with the needs of the College's educational enterprise, its communications strategy, and its evangelical ethos. The Graphics Designer works within the Communications Team, reporting to the Communications Lead, and outworks design needs across the College.

Role Accountabilities

ACCOUNTABILITIES	KEY TASKS	KEY PERFORMANCE INDICATORS
Creative Design	<p>Collaborate with the Communications Lead to ensure that Laidlaw’s visual brand represents the College well to its diverse communities and markets.</p> <p>Ensure that the brand develops and is consistently applied across the College.</p> <p>Design new brand elements, templates and collateral.</p>	<ol style="list-style-type: none"> 1. Design projects are delivered on time. 2. Design reflects Laidlaw’s brand, mission, vision and ethos, as evidenced by stakeholder feedback.
Digital Marketing and Promotion Design	<p>Update content, design of the website.</p> <p>Design graphics to support our social media strategy.</p> <p>Create graphics for e-marketing.</p>	<ol style="list-style-type: none"> 3. Content is updated in a timely manner with attention to detail. 4. Design is modern and engaging to our audiences, reflecting the College’s brand, mission, vision and ethos, as evidenced by stakeholder feedback.
Print and Publishing	<p>Work with the Communications Lead to design College promotions for print and publishing across a variety of solutions.</p>	<ol style="list-style-type: none"> 5. Print and publishing projects are delivered on time, with attention to detail. 6. Print files are created to industry standard
Video Editing	<p>Screen design and basic editing for internal videos and promotional videos.</p>	<ol style="list-style-type: none"> 7. Videos reflect the College’s brand, mission, vision and ethos, as evidenced by stakeholder feedback.
College Community	<p>Engage wholeheartedly in the communal life and activities of the College.</p> <p>Be present on campus, and attend meetings, as appropriate.</p> <p>Respects and engage confidently with female and male students of all ethnicities, faiths, and with those who do not profess faith</p> <p>Honour the bicultural commitments of the Treaty of Waitangi.</p> <p>Respect and engage confidently with female and male colleagues of all ethnicities and with differing theological and ecclesiastical affiliations.</p>	<ol style="list-style-type: none"> 8. College community events are regularly attended, and an active contribution is made.

Competencies

Active faith

Models a faith to others that is personally vibrant, Christ-centred, evangelical and deeply shaped by the Scriptures. Demonstrates commitment to the doctrinal Statement of the College and to its evangelical heritage.

Leadership

Is a leader and collaborative team member who models dedication, enthusiasm, excellence and authenticity and can manage difficult situations. Leads by example and operates with integrity.

Strategic Thinking

Takes a strategic and big picture view of the College, its operating environments and his/her role and responsibilities. Works to foster enthusiasm for, and contribution to, strategic directions and operational changes, in line with the overall College and academic vision. Considers the implications of decisions and actions on the wider mission of the College. Able to design and implement messaging strategies that align with the College's vision, mission and ethos.

Cultural intelligence

Respects and engages confidently with women and men, people of all ethnicities and cultures, believers of differing theological and ecclesiastical affiliations, those of other faiths, and people who do not profess faith. Honours the bi-cultural commitments of the Treaty of Waitangi, and is especially strong in relating to Pasifika communities.

Discernment and Analysis

Takes a critical view of all information, probing, evaluating, challenging and exposing any potential issues. Does not accept things at face value but questions even at senior levels.

Communication

Communicates concepts and information effectively and professionally with a tone, format and style well matched to the target audience. Writes well, and communicates professionally through email and other written means, tailoring communication style to the target audience.

Visual Design

Skilled graphics designer with experience creating and managing visual brands. Skilled user of Adobe Creative software.

Integrity and trustworthiness

Maintains the highest standards of Christian character and integrity in all interactions, and works to foster mutual trust in all relationships.