



## ROLE DESCRIPTION

<b>Role Title:</b>	Graphic Designer
<b>Classification Code:</b>	ASO4
<b>Agency:</b>	Preventive Health SA
<b>Branch:</b>	Strategy and Operations
<b>Team:</b>	Strategic and Corporate Communications
<b>Role reports to:</b>	Principal Communications Coordinator
<b>Role Created/ Reviewed Date:</b>	October 2021 / May 2023
<b>Criminal and Relevant History Screening:</b>	<input type="checkbox"/> Aged (NPC) <input type="checkbox"/> Working With Children's Check (WWCC) (DHS) <input type="checkbox"/> Vulnerable (NPC) <input checked="" type="checkbox"/> General Probity (NPC)
<b>Immunisation Risk Category Requirements:</b>	<input type="checkbox"/> Category A (direct contact with blood or body substances) <input type="checkbox"/> Category B (indirect contact with blood or body substances) <input checked="" type="checkbox"/> Category C (minimal patient contact)

## ROLE CONTEXT

### Primary Objective(s) of role:

The Graphic Designer is responsible for the creation and application of Corporate Identity Standards through layout, design and typesetting of communication materials for Preventive Health SA, and project management of design and production processes. The Graphic Designer will support the development of high quality communication materials for Preventive Health SA, through the development of professional and integrated materials reflective of the portfolio's style, and to support its vision, priorities and objectives.

### Key Relationships/ Interactions:

#### Internal

- > Accountable to the Director, Strategy and Operations, through the Principal Communications Coordinator.
- > Works closely with the Strategic and Corporate Communications Team, Communications Advisors across Preventive Health SA, and project teams and subject matter experts.

#### External

- > Liaises with external agencies when required.

### Challenges associated with Role:

Major challenges currently associated with the role include:

- > Managing requests and completing demands from across the agency and prioritising these appropriately to ensure the delivery of required services on time.

### Delegations:

Nil.

## Key Result Area and Responsibilities

Key Result Areas	Major Responsibilities
Contribute to ensuring a consistent, professional and integrated image of Preventive Health SA	<ul style="list-style-type: none"> <li>&gt; Professional and creative graphic design, layout and illustration services of various communications materials using the prescribed corporate identity and branding templates and guidelines. This includes promotional, display signage, print and online publications.</li> <li>&gt; Undertaking and coordinating artwork for campaigns across multiple mediums of the highest quality in a timely and cost-effective manner.</li> <li>&gt; Extending the Corporate Identity creative concept through the development and design of new applications, templates and guidelines as appropriate.</li> <li>&gt; Ensuring all communication materials comply with whole of Government policies and procedures, policies and procedures adopted by Preventive Health SA, and that materials consider cultural sensitivities and meet accessibility standards.</li> <li>&gt; Providing expert advice to internal clients on the design and production processes required for their communication materials, in addition to advice on adherence to corporate identity and branding requirements.</li> <li>&gt; Maintaining relevant graphic design skills, styles and trends that suit the requirements of the organisation.</li> </ul>
Contribute to an organised, highly productive and efficient, design studio for the agency	<ul style="list-style-type: none"> <li>&gt; Maintaining accurate and up to date project files and record keeping systems to ensure efficient management of graphic design requests.</li> <li>&gt; Supporting the development and implementation of a prioritisation system for graphic design requests.</li> <li>&gt; Maintaining relevant graphic design skills that suit the requirements of the agency.</li> <li>&gt; Advising on Preventive Health SA photographic requirements, including feedback on initial briefs.</li> <li>&gt; Coordinating design projects in conjunction with the relevant Communications Advisers from their inception to completion, and ongoing quality assurance.</li> <li>&gt; Coordinating the production process including print proofs, press checks and distribution and storage.</li> <li>&gt; Ensure the production of all design projects run smoothly and any issues associated with the products being delivered are identified and dealt with to ensure work is delivered in a timely manner and of the highest quality.</li> <li>&gt; Maintaining an image library and archive of all design work produced.</li> </ul>
Assist the Principal Communications Coordinator in ensuring that appropriate agency and government processes and procedures are adhered to in the design and production of communication materials	<ul style="list-style-type: none"> <li>&gt; Supporting the coordination of appropriate procurement process for the production of communication materials such as publications, brochures, posters, signs, banners, merchandise, advertisements etc.</li> <li>&gt; Coordinating production process including print proofs, press checks and brochure distribution and storage.</li> <li>&gt; Implementing and adhering to Preventive Health SA development and approval processes for graphic design, social media website, campaigns and materials development as they relevant to graphic design production.</li> </ul>
Contribute to the work of Strategy and Operations Branch and Strategic and Corporate Communications Teams	<ul style="list-style-type: none"> <li>&gt; Contributing to achieving office and team outcomes through a customer service focussed approach and a professional manner at all times.</li> <li>&gt; Contributing to the overall functions of the Strategic and Corporate Communications Team, including development of the team work plan.</li> </ul>

## **Knowledge, Skills and Experience**

### **ESSENTIAL MINIMUM REQUIREMENTS**

#### **Educational/Vocational Qualifications:**

- > Nil.

#### **Personal Abilities/Aptitudes/Skills:**

- > Demonstrated ability to plan, schedule and prioritise work activities, achieving objectives within required timeframes and deadlines.
- > Proven ability to work under limited direction either independently or as a team member in the achievement of agreed objectives.
- > Demonstrated ability to apply effective interpersonal skills to facilitate team work and foster the cooperation of others using tact, discretion, impartiality and a commitment to excellent customer service.

#### **Experience:**

- > Demonstrated extensive experience in Graphic Design using the following software such as Adobe Creative Suite – Illustrator, In Design, PhotoShop & Acrobat, and basic experience in Microsoft Office.
- > Demonstrated experience in producing high quality materials at industry standard with high attention to detail.
- > Experience in working with a diverse group of clients with varying levels of design/publishing experience and/or understanding.
- > Demonstrated experience in working within a corporate identity, including the creation of new concepts and design templates and the execution of existing templates.
- > Demonstrated conceptual and creative ability and experience in managing design projects.

#### **Knowledge:**

- > Knowledge and understanding of pre-press and printing processes and trends.

### **DESIRABLE CHARACTERISTICS**

#### **Educational/Vocational Qualifications:**

- > Tertiary qualifications in Graphic Design or similar.

#### **Experience:**

- > Experience working in a Graphic Design role in a government agency.

#### **Knowledge:**

- > Knowledge and understanding of the role of Preventive Health SA, and/or public health and population health approaches.

**Special Conditions:**

- > It is mandatory that no person, whether or not already working in Preventive Health SA, may be appointed to a position in Preventive Health SA unless they have provided a satisfactory current Criminal and Relevant History Screening, as required by the *SA Health Criminal and Relevant History Screening Policy Directive*.
- > For appointment in a Prescribed Position under the *Child Safety (Prohibited Persons) Act (2016)*, a current Working with Children Check (WWCC) is required from the Department for Human Services Screening Unit. For other positions, a satisfactory National Police Certificate (NPC) assessment is required.
- > For 'Prescribed Positions' under the *Child Safety (Prohibited Persons) Act (2016)*, the individual's WWCCs must be renewed every 5 years from the date of issue; and for 'Approved Aged Care Provider Positions' every 3 years from date of issue as required by the *Accountability Principles 2014* issued pursuant to the *Aged Care Act 1997 (Cth)*.
- > Appointment is subject to immunisation risk category requirements. There may be ongoing immunisation requirements that must be met.

**General Requirements:**

All Preventive Health SA staff are required to work in accordance with the Code of Ethics for South Australian Public Sector, Directives, Determinations and Guidelines, and legislative requirements including but not limited to:

- > *Work Health and Safety Act 2012 (SA) - maintaining your own health and safety and not place others at risk and comply with any reasonable instruction that is given to allow SA Health to comply with the WHS Act and when relevant WHS Defined Officers must meet due diligence requirements.*
- > Meet immunisation requirements as outlined by the *Immunisation for Health Care Workers in South Australia Policy Directive*.
- > Equal Employment Opportunities (including prevention of bullying, harassment and intimidation).
- > *Children and Young People (Safety) Act 2017 (SA) 'Notification of Abuse or Neglect'.*
- > Disability Discrimination.
- > *Independent Commissioner Against Corruption Act 2012 (SA).*
- > *Information Privacy Principles Instruction.*
- > Relevant Awards, Enterprise Agreements, *Public Sector Act 2009*, *Health Care Act 2008* and the *SA Health (Health Care Act) Human Resources Manual*.
- > Relevant Australian Standards.
- > Duty to maintain confidentiality.
- > Smoke Free Workplace.
- > Valuing and respecting the needs and contributions of SA Health Aboriginal staff and clients, and commit to the development of Aboriginal cultural competence across all Preventive Health SA practice and service delivery.
- > Applying the principles of the *South Australian Government's Risk Management Policy* to work as appropriate.

**Performance Development:**

The incumbent will be required to participate in the organisation's Performance Review and Development Program which will include a regular review of the incumbent's performance against the responsibilities and key result areas associated with their position and a requirement to demonstrate appropriate behaviours which reflect a commitment to the Public Sector values and strategic directions of Preventive Health SA.

**Handling of Official Information:**

By virtue of their duties, Preventive Health SA employees frequently access, otherwise deal with, and/or are aware of, information that needs to be treated as confidential.

Preventive Health SA employees will not access or attempt to access official information, including confidential patient information other than in connection with the performance by them of their duties and/or as authorised.

Preventive Health SA employees will not misuse information gained in their official capacity.

Preventive Health SA employees will maintain the integrity and security of official or confidential information for which they are responsible. Employees will also ensure that the privacy of individuals is maintained and will only release or disclose information in accordance with relevant legislation, industrial instruments, policy, or lawful and reasonable direction.

**White Ribbon:**

Preventive Health SA has a position of zero tolerance towards men's violence against women in the workplace and the broader community. In accordance with this, the incumbent must at all times act in a manner that is non-threatening, courteous, and respectful and will comply with any instructions, policies, procedures or guidelines regarding acceptable workplace behaviour.

**Resilience:**

Preventive Health SA employees persevere to achieve goals, stay calm under pressure and are open to feedback.

## Organisational Context

### Organisational Overview:

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Preventive Health SA is established as the state government's health promotion agency to:

- improve the health and wellbeing of all South Australians by reducing the burden of non-communicable conditions and reducing health inequities with a particular focus on vulnerable communities, especially Aboriginal people, and Torres Strait Islanders
- undertake, support, and monitor health promoting strategies and programs designed to improve physical and mental health and wellbeing for all South Australians
- advise the minister and government agencies about ways of preventing illness and promoting health and wellbeing.
- increase awareness of programs designed to prevent ill-health, promote health and wellbeing, and encourage healthy lifestyles and programs,
- collect, monitor and share population level health and wellbeing data.
- undertake or encourage research in all areas of preventive health and wellbeing.

The prevention priorities for Preventive Health SA include obesity, tobacco, vaping, mental health, suicide prevention, alcohol and other drugs, and the determinants of health. These priorities are consistent with the focus areas for prevention action to improve population health and wellbeing, outlined in the National Preventive Health Strategy 2021–2030, endorsed by all Australian Governments.

It is intended that Preventive Health SA's remit will be to deliver evidence-based primordial and primary prevention actions to improve the health and wellbeing of South Australians by:

- Reducing the burden of non-communicable conditions and their impacts on our health system,
- Reducing health inequities, with a particular focus on priority populations within our State, and
- Increasing evidence-based, cost-effective, and integrated approaches that address the social, cultural, and commercial determinants of health.

### Our Legal Entities:

Preventive Health SA has been proclaimed as an attached office to the Department for Health and Wellbeing, under the *Public Sector Act 2009*. The Chief Executive Preventive Health SA is responsible to the Minister for Health and Wellbeing.

Preventive Health SA works with other legal entities of SA Health including (but not limited to) the Department for Health and Wellbeing, Local Health Networks and SA Ambulance Service Inc.

### Preventive Health SA Challenges:

South Australians generally experience good health and wellbeing with one of the safest and most advanced health systems in the world. However, like the rest of Australia and many other countries, South Australia is faced with significant challenges with an increasing and changing burden of disease and increasing health system demand, which has resulted in high utilisation of hospital services and rising health care costs.

Preventive Health SA is leading a dedicated program of prevention work to support the health and wellbeing of all South Australians.

Through the delivery and implementation of evidence-based policy and programs, Preventive Health SA is working to improve health outcomes and reduce health inequities for South Australian communities with a focus on the following priority areas of prevention: obesity; tobacco control; vaping; alcohol and other drugs; mental health and wellbeing; suicide prevention; the determinants of health.

### Directorate:

The **Strategy and Operations Branch** provides key strategy, corporate and operational support functions to the Chief Executive and across the whole agency. Portfolio areas of responsibility include: Strategy and Reporting; Strategic and Corporate Communications; Governance, Compliance and Performance;

Finance and Business Management; Workforce, Organisational Development and Human Resources;  
Procurement and Contracts; Administration Coordination.

## Values

### South Australian Public Sector Values

The public sector values have been developed to make it easier for us to work together by forming a culture and a vision that we all share.

- > Service – we proudly serve the community and Government of South Australia
- > Professionalism – we strive for excellence
- > Trust – we have confidence in the ability of others
- > Respect – we value every individual
- > Collaboration and engagement – we create solutions together
- > Honesty and Integrity – we act truthfully, consistently and, fairly
- > Courage and tenacity – we never give up
- > Sustainability – we work to get the best results for current and future generations of South Australians

### Code of Ethics

The *Code of Ethics for the South Australian Public Sector* provides an ethical framework for the public sector and applies to all public service employees:

- > Democratic Values - Helping the government, under the law to serve the people of South Australia.
- > Service, Respect and Courtesy - Serving the people of South Australia.
- > Honesty and Integrity- Acting at all times in such a way as to uphold the public trust.
- > Accountability- Holding ourselves accountable for everything we do.
- > Professional Conduct Standards- Exhibiting the highest standards of professional conduct.

*The Code recognises that some public sector employees are also bound by codes of conduct relevant to their profession.*

## Approvals

### Role Description Approval

I acknowledge that the role I currently occupy has the delegated authority to authorise this document.

**Name:**

**Role Title:**

**Signature:**

**Date:**

## Role Acceptance

### Incumbent Acceptance

I have read and understood the responsibilities associated with the role, the organisational context and the values as outlined within this document.

**Name:**

**Signature:**

**Date:**

### Version control and change history

Version	Date from	Date to	Amendment
V2	25/5/23		Minor updates to reflect name changes within the Agency
V1	19/10/21	25/5/23	Original version