# Ministry of Social Development logo

# Senior Visual Designer

## MSD – *services for the future*

## Our purpose

**Manaaki tangata, Manaaki whānau**

We help New Zealanders to be safe, strong and independent

## Our commitment to Māori

As a **Te Tiriti o Waitangi** partner we are committed to supporting and enabling Māori, whānau, hapū, Iwi and communities to realise their own potential and aspirations.

## Our strategic direction



## Our Values



## Working in the Public Service

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āianei, ā, hei ngā rā ki tua hoki. He kawenga tino whaitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hapori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui i roto i ā mātou mahi.

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi.  We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

## The outcomes we want to achieve

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| New Zealanders get the support they require | New Zealanders are resilient and live in inclusive and supportive communities | New Zealanders participate positively in society and reach their potential |

## We carry out a broad range of responsibilities and functions including

* Employment, income support and superannuation
* Community partnerships, programmes and campaigns
* Advocacy for seniors, disabled people and youth
* Public Housing assistance and emergency housing
* Resolving claims of abuse and neglect in state care
* Student allowances and loans

## **He whakataukī\***

|  |  |
| --- | --- |
| Unuhia te rito o te harakeke  Kei hea te kōmako e kō?  Whakatairangitia, rere ki uta, rere ki tai;  Ui mai ki ahau,  He aha te mea nui o te ao?  Māku e kī atu,  He tangata, he tangata, he tangata\* | If you remove the central shoot of the flaxbush  Where will the bellbird find rest?  Will it fly inland, fly out to sea, or fly aimlessly;  If you were to ask me,  What is the most important thing in the world?  I will tell you,  It is people, it is people, it is people |

\* We would like to acknowledge Te Rūnanga Nui o Te Aupōuri Trust for their permission to use this whakataukī

## Position detail

### Overview of position

The Senior Visual Designer is a member of the Communications, Engagement and Change team for MSD – *services for the future* – MSD’s transformation programme. The role is responsible for producing and overseeing the day-to-day delivery of print and online design services from concept through to delivery for the programme. The Senior Visual Designer will bring their in-depth knowledge and experience of graphic design, illustration, styles and layout techniques, and thorough technical ability. The role will need business understanding and perspective, to work in partnership with people across the transformation programme and in collaboration with MSD’s Design and Production team.

The Senior Visual Designer will be skilled at designing in different programs eg Adobe Suite, Microsoft and Procreate. They will provide a high standard of advice and relevant services to the transformation programme so communications meet their objectives, audience and channel requirements, and are of a high professional standard. They will champion both MSD’s, and the programme’s brand identity and adhere to these guidelines.

The Senior Visual Designer contributes to the overall capability of the transformation programme by ensuring quality and consistency of advice and best practice in relation to their work, sharing knowledge, and managing to established design processes and systems.

### Location

National Office

### Reports to

Communications, Engagement and Change Lead, MSD – *services for the future* Programme

## Key responsibilities

### Strategy, planning and project management

* Work proactively and collaboratively across the transformation programme and where required across MSD to ensure design solutions are integrated and strategic.
* Oversee efficient and innovative visual design and publishing channels, workflow and processes, ensuring all work is prioritised and delivered to agreed timelines.
* Understand the transformation programme’s needs and audiences, and proactively identify and deliver opportunities to enhance content and communicate the transformation story
* Manage MSD – *services for the future* design projects including scoping and planning and ensuring all projects are produced on budget and on time.

### Māori and Pacific responsiveness

* Champion a Te Ao Māori perspective by ensuring its inclusion in all design work, adhering to the established programme guidelines.
* Integrate Te Pae Tawhiti, Te Pae Tata and the Pacific Prosperity strategies into design outputs.

### Design Services

The Senior Visual Designer will:

* Provide advanced visual design advice and services for all visual communication channels that support and contribute to the achievement of the transformation programme and the specific needs of internal stakeholders.
* Identify and deliver opportunities to enhance content and communicate the transformation story through visual design.
* Deliver design projects for the programme, demonstrate the ability to be flexible with changing circumstances, manage conflicting priorities and be clear on realistic timeframes
* Provide visual design services in Microsoft Suite (especially in Powerpoint and Word) to ensure designs are accessible within the programme
* Provide digital illustration services to the programme
* Demonstrate good understanding of business need and good decision-making by prioritising workflow, design requests and facilitate problem-solving
* Incorporate different viewpoints and stakeholder feedback before making design decisions
* Maintain professional development to ensure visual design services including illustration and advice provided keeps pace with current thinking and trends
* Learn new skills and ways of designing to create flexible and accessible designs.

### Visual identity and brand management

* Provide advice and strategic guidance to the transformation programme on the direction, application and development of the programme’s agreed visual identity
* Assist with the on-going development of the established programme brand and visual identity strategy
* Maintain and develop programme assets and make them readily available when needed

### Print design and production

* Confidently navigate the print production process and identify opportunities for improvement where appropriate
* Ensure high quality and consistent standards across all programme visual design and production projects
* Provide advice and expertise to design users in the programme including information on templates, systems and processes
* Maintain a client-focused approach and ensure all requests for information and services are managed and responded to in a timely way.

### Collaboration

* Work openly and harmoniously within teams and with others outside their area.
* Share advanced knowledge and ideas and identify areas for improvement.
* Show consideration and respect for others, valuing the different perspectives they bring to their work.
* Demonstrate maturity and experience to create and support a collegial and professional environment.
* Contribute to an open, collaborative environment that encourages quality, on-going learning and knowledge sharing within the team.

### Relationship Management

* Manage constructive working relationships with work colleagues to enhance understanding and co-operation needed to achieve desired results.
* Liaise with both clients and suppliers directly to take design projects through from brief to completion.
* Develop and maintain strong relationships by modelling a collaborative and appropriate professional stance

## Embedding te ao Māori

* Embedding Te Ao Māori (te reo Māori, tikanga, kawa, Te Tiriti o Waitangi) into the way we do things at MSD.
* Building more experience, knowledge, skills and capabilities to confidently engage with whānau, hapū and iwi.

## Health, safety and security

* Understand and implement your Health, Safety and Security (HSS) accountabilities as outlined in the HSS Accountability Framework.
* Ensure you understand, follow and implement all Health, Safety and Security and wellbeing policies and procedures.

## Emergency management and business continuity

* Remain familiar with the relevant provisions of the Emergency Management and Business Continuity Plans that impact your business group/team.
* Participate in periodic training, reviews and tests of the established Business Continuity Plans and operating procedures.

## Know-how

* A tertiary qualification in graphic design and/or extensive and comparable recent experience in providing professional design services.
* Proven record in the design/production industry – of at least five years.
* Sound knowledge of design, digital illustration, digital and production environments.
* Proven expertise within both Mac and PC operating environments, and a wide range of software and production systems including Microsoft and Adobe Creative Suite. Word, Powerpoint, InDesign, and Photoshop are a prerequisite.
* Ability in digital illustration including basic knowledge of Procreate.
* Up to date knowledge of New Zealand’s publishing requirements and accessibility requirements.
* Thorough knowledge of English, including spelling, grammar and vocabulary, and ability to apply MSD’s style guide.
* Knowledge and understanding of tikanga and Te Reo Māori.
* Demonstrate a sound understanding of production processes for all visual communications, including print, social media and online.
* Demonstrate an understanding of the New Zealand Government Web Standards.
* Demonstrated experience working with colleagues and clients to integrate development and delivery of design/production projects across content and digital channels.
* An understanding of how organisational objectives translate to design.
* Project management experience preferably in a medium to large organisation.
* Proven experience working with design, print and production suppliers.
* Excellent interpersonal, relationship management and presentation skills.

## Attributes

* Client focused – anticipate needs and ensure client satisfaction across the range of “client” relationships.
* Ability to build trust, rapport and credibility with managers and kaimahi, and the ability to exercise diplomacy and discretion.
* Ability to deliver industry standard output to contribute to building the reputation of the team and ensure the design service provides an efficient business support.
* Strong problem-solving skills and excellent attention to detail with a strong sense of urgency, with the ability to grasp complex concepts quickly.
* Work independently and effectively manage high work volumes and multiple critical activities under pressure.
* Time management skills with the ability to multi-task and work to strict deadlines.
* Proven team player, collaborate positively with a variety of people at every level of MSD.
* A professional presence and demeanour that will build the credibility of the communications, engagement and change function for Te Pae Tawhiti Programme.
* Can prioritise and plan a varied workload and meet competing demands.
* Flexible, adaptable and pragmatic.
* Ability to deliver measurable results and demonstrate constant improvement

## Key relationships

### Internal

* Transformation programme Communications, Engagement and Change team
* All internal Te Pae Tawhiti Progamme kaimahi and stakeholders
* MSD design team
* Communications kaimahi in other business groups
* MSD Design team

## Other

### Delegations

* Financial – No
* Human Resources – No

### Direct reports – No

### Security clearance – No

### Children’s worker – No

Limited adhoc travel may be required