

Position Title:	Senior Graphic Designer
Support Function:	People and Culture
Reports to:	Head of Communications and Stakeholder Engagement
Last review date:	August 2022

He huanui oranga mo ngā mokopuna whakatipuranga roto i ngā hapori heke iho, heke iho –

Setting the path of wellness in our communities for the early years, for generations to come.

Whānau Āwhina Plunket – who we are and what we are about

Whānau Āwhina Plunket is a charity organisation and the largest service supporting the health and wellbeing of tamariki under-five and their whānau in Aotearoa. We're proud to visit over 80% of all newborn babies in Aotearoa and to support pēpē, tamariki and their whānau.

We aim to be a cohesive and effective national organisation grounded in evidence and best practice, with the needs of New Zealand whānau and families at the centre of everything we do.

Our Whānau Āwhina Plunket Goal

Pae Ora: Healthy Futures:

- Mauri Ora: Healthy babies and children
- Whānau Ora: Healthy confident families
- Wai Ora: Healthy environments and connected communities

We are on a pro-equity journey where we strive to give life to Te Tiriti o Waitangi principles of Tino Rangatiratanga, partnership, active protection, equity and options in our mahi/work to ensure healthy tamariki, confident whānau and connected communities.

Whānau Āwhina Plunket Values

Our values shape our culture and you are expected to work in ways that demonstrate:

- Māia – to be courageous and lean into discomfort and challenge as we walk the path of pro-equity
- Tūhono – to connect and stand in relationship in calm and safe spaces (Āhuru mōwai)
- Manaaki – to care, love, nurture, support and enhance mana. To respect mana atua, mana tīpuna, mana whenua, mana tangata
- Māhaki – to be humble as we share our knowledge and experience to understand and learn from each other and foster trust

Overview of the Communications Function

The Communications function is part of the People and Culture function and is responsible for:

- Internal communications strategy and organisational communications
- External communications including stakeholder communications, corporate communications and media management/PR
- Social media engagement
- Website content and other digital communications support

Purpose of the Position

To manage design expertise across all material developed and produced for and about Whānau Āwhina Plunket.

To ensure consistent and relevant imagery relating to all aspects of the brand, marketing and promotional material, and relevance to all audience groups across all markets and media channels, in consultation with the Head of Fundraising and Commercial and subject matter experts.

Application of Whānau Āwhina Plunket brand guidelines to products and services, resources and collateral for internal and external marketing channels, ensuring that the brand is represented consistently and positively.

Ensure sponsorship (corporate and community partners) contractual obligations in relation to design production requirements are met.

Proactively manage and develop external supplier and internal relationships.

Dimensions of the position

Responsible for: NA

Delegations: The position's full delegations are set out in the Schedule of Delegations and may be amended from time to time.

Functional relationships: *To follow are the main positions that this role will coordinate with; they are not meant or intended to be exhaustive, exclusive or limiting:*

Internal

- Head of Communications & Stakeholder Engagement
- Wider Fundraising team
- Communications team

External

- National Partners
- Whānau Āwhina Plunket's digital, design and print agencies
- Partners' agencies

- All remaining Plunket Business Units including:
 - Policy and Advocacy
 - Regional Operations Managers
 - Community Services Managers
 - Ringa Raupā Roopu
 - Regional Support Services Team Leaders
 - Volunteers
- Other charities and stakeholders as appropriate
- Regional stakeholders, funders and supporters as appropriate

Key accountabilities

Business as usual

Design

Primarily, design and produce artwork for:

- Print collateral – publications, posters, brochures, flyers etc for a range of Whānau Āwhina Plunket products and services
- Advertising and marketing campaign material production via print (press, magazine), outdoor and online
- Development of brand & style guidelines, presentation template creation, development design communications and uploading on intranet

Digital

- Design of advertising and artwork production for intranet, website, social media and events, liaising with the Communications Team and other content owners.

Collateral

- Development of event collateral to support initiatives as Whānau Āwhina Plunket and its business partners may require
- To help develop collateral for resources and initiatives for consistent look and feel ensuring support, processes and resource at a national and local level.
- Direct Mail and eDM initiatives are consistent in brand imagery and application to audience

Relationship management

- Develop strong cross-functional relationships with key internal stakeholders, primarily:
 - Policy and Advocacy
 - Regional Operations Managers
 - Community Services Managers
 - Ringa Raupā Roopu
 - Regional Support Services Team Leaders
 - Senior management and Board
 - Printers and print brokers
 - Other design firms

Leadership

- Be Whānau Āwhina Plunket's design and brand subject matter expert, providing organisation-wide guidance and advice

Focus On Equity

- Works in partnership across Whānau Āwhina Plunket to embed Te Tiriti ō Waitangi and pro-equity principles into day to day practice by:
- Demonstrating our organisational values Māia, Māhaki, Tūhono and Manaaki
- Participating fully in all Māori cultural training and development opportunities provided
- Role modeling culturally appropriate design, practices and language

Health And Safety

- Manages own personal health and safety at all times and observes health and safety practices in all workplace activities
- Manages the health and safety risks for events and actions plans accordingly
- Understands the responsibility individuals have in health and safety
- Completes relevant training and can demonstrate safety actions in an emergency situation that are specific to the workplace
- Complies with relevant safety legislation, policies, procedures and safe systems
- Identifies and reports all incidents, accidents, and near misses in accordance with policy

Scope of duties

- The job holder is expected to perform such other duties as can reasonably be regarded as incidental to the position description, and such other duties reasonably within their experience and capabilities as may be assigned from time to time and following consultation.

Person Specification

Experience, knowledge and skills (including Technical Competencies)

Qualifications and Certifications

- Relevant tertiary qualification or equivalent experience in graphic design – 5+ years experience

Skills and Experience

- Proven design/graphic experience in a corporate, agency or NFP/NGO environment, preferably with exposure to Government
- Expertise in Adobe Creative Cloud – primarily InDesign, Illustrator and Photoshop
- Sound knowledge of Microsoft Word and PowerPoint
- Proven ability to establish and maintain strong, mutually beneficial and long-lasting working relationships with a range of internal and external stakeholders
- Proven relationship management experience with a range of suppliers, including print, online and mobile
- Organises people, resources, timeframes and activities to achieve desired results
- Enthusiastic team member

Competencies

ACE-Ability

Whānau Āwhina Plunket's behavioural competency model is made up of three dimensions of personal behaviour - Connection to Whānau Āwhina Plunket, Adaptability and Emotional Maturity.

Thinking

- Is comfortable with complexity - understands alternative worldviews
- Can see beyond face value to identify new opportunities
- Keeps perspective and is pragmatic and solutions focused
- Able to accept and work with ambiguity and change

Interpersonal

- Is committed and capable of expanding professional/social networks
- Is strong enough to confront and deal with difficult people/issues
- A self-starter who can support and motivate others

Connection To Whānau Āwhina Plunket Direction

- Has a high level of energy and commitment to achieving Plunket's vision
- Has a broad range of engagement
- Is committed to adapting and improving their own practice
- Is committed to developing relationships

Emotional Maturity

- Is non-reactive, objective and maintains a high level of integrity
- Understands the degree of influence in their role
- Understands own limitations

Other

Effective Communication

- Communicates in a focused, appropriate, impactful and effective manner and takes the initiative to share information
- Listens to understand and engages effectively
- Uses Te Reo and Te Ao Māori concepts appropriately

Driving For Results

- Sets high goals, in line with Whānau Āwhina Plunket's vision and strategic objectives, for personal and team accomplishment
- Monitors own progress toward goal attainment and actively drives to meet or exceed those goals while deriving satisfaction from continuous improvement
- Is a champion of success within the team and across Whānau Āwhina Plunket.

Collaboration and Teamwork

- Able to have difficult conversations, and challenge thinking and behaviours in a respectful manner so as to get the right outcome for the organisation, while also maintaining relationships

- Partners with others to ensure frameworks, policies and tools are seamlessly integrated into other key processes
- Recognises the value of whanaungatanga and builds and maintains a wide range of connections, both internal and external, and looks for opportunities to build connections between others
- Works as an active member of cross functional teams to bring expertise and experience to organisational problems, and develops long term solutions that are outcomes focused
- Seeks feedback about the service provided and self-reflects on ways to improve
- Identifies opportunities and takes action to build operational and strategic relationships between own area and other areas, teams, business units, and organisations to help achieve Whānau Āwhina Plunket goals

Continuous Improvement

- Demonstrates appropriate practices and utilises systems to ensure consistent decision making and proactively seeks feedback on the service provided
- Ensures a continuous improvement approach to process, procedures, and practices to ensure they meet customer needs.