

## Graphic Designer

**Reports to:** Production and Planning Manager

**Direct Reports:** N/A

**Team:** Marketing, Brand and Communications

**Date:** June 2025

### Role Purpose

The Graphic Designer is responsible for delivering impactful, on-brand, and on-strategy creative designs across a variety of channels, including print, digital, and multimedia platforms. This role involves conceptualising and producing high-quality visuals such as logos, presentations, reports, website banners, social media graphics, and dynamic display ads, as well as overseeing art direction of some photography projects.

Collaborating closely with internal teams, clients, external agencies, and freelancers, the designer ensures brand consistency across all touchpoints while managing multiple projects simultaneously. They maintain an organised digital asset library, adhere to timelines, and integrate fresh design trends and innovations into their work.

To excel in this role, the designer must possess a strong foundation in design principles, advanced proficiency in Adobe Creative Suite, and the ability to balance creativity with technical precision. Outstanding communication, problem-solving, and project management skills are essential, along with a keen eye for detail and a commitment to quality.

This position is ideal for a creative professional with a passion for visual storytelling, brand management, and delivering designs that resonate with target audiences.

### ChristchurchNZ Purpose Statement

Mā temahi tahi, ka hangahe taiōhangakia oraai ngātāngata me ngāwāhi hoki. Together we're shaping an economy where people and places thrive.

### Who is ChristchurchNZ

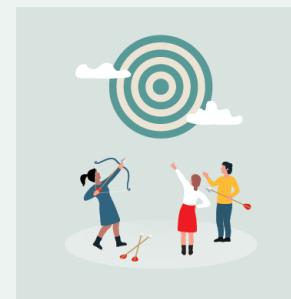
ChristchurchNZ (CNZ) is the economic development, regional tourism, and promotion agency for Ōtautahi Christchurch. We are the catalyst for Ōtautahi Christchurch's economic transformation, driving growth and prosperity for our people and our place. We are the champions of our city, showcasing its vibrancy, innovation and potential to the world.

### What does the team do

Marketing, Brand and Communications employees tell compelling stories of Ōtautahi Christchurch, showcasing the city as a great place to live, visit, work, study and do business. Through our storytelling, we share authentic messages about Ōtautahi being a place of balance, with the goal to increase awareness of our remarkable city. We champion the city's brand and develop captivating campaigns and promotions that help our colleagues and partners achieve their business goals. Join us to tell better stories of Ōtautahi Christchurch.



We are Open



We are Purposeful



We are Together

## | What you will do

### **Creative Design and Development**

- Deliver compelling, on-brand, and on-strategy visuals across digital and print media, including logos, presentations, reports, web ads, EDM templates, social media graphics and dynamic display ads.
- Translate creative briefs into high-impact designs that balance innovation with brand integrity, ensuring high-quality, timely delivery.

### **Brand Consistency and Collaboration**

- Champion and maintain brand consistency across customer touchpoints by coordinating with internal teams, external agencies, printers, and freelance designers.
- Maintain and refine brand guidelines to ensure seamless alignment across campaigns and channels.
- Provide guidance on photography direction and retouching to ensure high-quality visual outputs.

### **Stakeholder Communication**

- Collaborate with internal clients and wider marketing, brand, and communications teams from brief alignment to project completion.
- Present concepts, incorporate feedback, and ensure final assets meet strategic objectives.

### **Asset and Project Management**

- Manage the digital asset library, maintain efficient file organisation, and oversee existing assets for reuse.
- Stay on track with schedules while adjusting smoothly to unexpected demands.
- Balance project size with available resources to deliver strong results on time.

### **Technical Expertise and Execution**

- Prepare production-ready files optimised for print and digital platforms, ensuring accurate resolution, formatting, and colour management.
- Adhere to accessibility and compliance standards for digital outputs

### **Innovation and Quality Assurance**

- Research and integrate design trends to deliver fresh, impactful creative solutions.
- Troubleshoot design challenges and ensure all outputs meet quality standards.

*Your general duties include those outlined in this position description and may be reviewed and updated from time to time in consultation with you. You will also be required to undertake any other duties that are within your ability to perform to contribute to the overall success of the organisation, if asked to do so.*

## | What you will have

### **Essential Skills**

- Advanced proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects) for high-quality print, digital, and motion design.
- Ability to produce diverse creative assets that align with brand standards, are fit for purpose, and connect with target audiences.
- Strong design fundamentals in typography, colour theory, layout composition, and visual hierarchy.
- Strong interpersonal and presentation skills to effectively collaborate with stakeholders, articulate design concepts, and incorporate feedback.
- Proven time management and multitasking abilities, capable of handling multiple projects simultaneously while meeting deadlines.
- Ability to stay current with design trends and emerging technologies to continuously improve creative execution.
- Familiarity with preparing files for print and digital production.
- Proven ability to manage a digital asset library and maintain an organised file system.

### **Experience**

- Minimum of 2 years of professional experience in graphic design with a strong portfolio of design work across digital and traditional formats that showcase solutions to business problems through effective design.
- Experience working with cross-functional teams, including marketing, communications, and external agencies.
- Experience providing art direction for photo projects.

## Ways of Working

### PERSONAL RESPONSIBILITIES

- Act with integrity and accountability by living into our organisational values
- Ensure you are informed of the CNZ strategic direction and how your work contributes our wider purpose
- Embrace opportunities to work with others across the organisation, sharing your knowledge and expertise to optimise business performance
- Take personal accountability for your health, safety, and wellbeing
- Be innovative by approaching your work with a growth mindset, and the ability to navigate change

### SUSTAINABILITY

- Demonstrate accountability for your resource use and disposal to minimise environmental impacts and economic cost
- Encourage partners and stakeholders to adopt environmentally sound practices and quality assurance programs

### MĀORITANGA

- Demonstrate commitment to the principles of the Treaty of Waitangi by acting in the spirit of participation, partnership, and protection
- Consider Māoritanga in all aspects of business, and engage with iwi where appropriate

## Working relationships

### INTERNAL

- ☐ Primarily within immediate team
- ☒ Collaboration with most of the organisation
- ☐ Influencing across most of the organisation

### EXTERNAL

- ☒ Transactional interaction with external stakeholders
- ☐ Influencing and/or negotiating with external stakeholders
- ☐ Final negotiations with external stakeholders

## Financial Delegations

### BUDGET MANAGEMENT

- ☒ N/A
- ☐ Yes

### BUDGET OWNERSHIP

- ☒ N/A
- ☐ Yes

### BUDGET LIMIT INDICATION

- ☒ Nil
- ☐ Up to \$50,000
- ☐ Up to \$100,000
- ☐ Over \$100,000

*Budget limit is a threshold indication only, your actual financial delegations are as per the delegated authorities policy*