

<b>Title</b>	Senior Graphic Designer
<b>Function</b>	Marketing and Communications
<b>Reports To</b>	Director, Marketing and Communications
<b>Location</b>	Hawke's Bay
<b>Arrangement</b>	Permanent, Full time
<b>Remuneration</b>	\$87,217 - \$109,021
<b>Date</b>	July 2025

### **Kaupapa | Purpose**

The Senior Graphic Designer is responsible for leading the conceptualisation, development, and implementation of visual communications across print, digital, video, and environmental formats. This role ensures that all materials align with EIT's brand strategy and messaging. As a senior creative, this position partners with internal stakeholders to deliver compelling and effective design outcomes that elevate EIT's profile, engage target audiences, and support organisational priorities. The role also provides creative leadership within the team and contributes to innovation in design, digital production, and cross-platform storytelling.

### **Ngā Hononga Mahi | Working Relationships**

Internal Relationships: Graphic Designer, Desktop Publisher, Marketing and Communications Team, Managers, and other EIT Kaimahi.

External Relationships: Print Suppliers, Creative Agencies, Photographers, Videographers, Digital Partners.

Financial: NA

People: 2 functional reports (no direct management reports).

### **Ngā Mahi | Accountabilities**

#### Brand Consistency and Visual Identity

- Maintain and evolve the brand style guide and visual identity system in line with institutional strategy.
- Act as a brand guardian, ensuring consistent visual storytelling across internal and external content.
- Review and provide feedback on materials created by other teams to ensure brand alignment and design quality.

#### Creative Leadership and Strategy

- Translate strategic briefs into visual concepts that reflect EIT's values and connect with priority audiences.
- Collaborate with the Marcoms Manager and wider team to develop campaign concepts and creative direction.
- Provide thought leadership on design trends, digital innovation, and visual communication best practices.

#### Design and Production Delivery

- Design and produce a range of creative outputs, including print collateral, signage, digital advertising, website assets, infographics, presentations, and motion graphics.

- Develop templates, toolkits, and resources to support internal teams and ensure consistent application of brand.
- Oversee pre-press, production, and supplier management to ensure timely, cost-effective delivery.

#### Stakeholder Engagement and Project Management

- Work closely with internal clients to scope projects, understand objectives, and deliver fit-for-purpose solutions.
- Manage design workflows from briefing through to delivery, including timelines, feedback, and approvals.
- Coordinate with external suppliers, including photographers, illustrators, printers, and creative agencies.

#### Digital and Interactive Media

- Lead or support development of digital assets, including animations, web visuals, UI mock-ups, and interactive content.
- Support the evolution of digital platforms by contributing to user experience and interface design.
- Capture and edit photography or video content where needed to support storytelling.

#### Team Collaboration and Development

- Peer-review and mentor design team colleagues to support continuous improvement and professional development.
- Provide informal leadership and creative oversight to ensure visual excellence across the team.
- Contribute to marketing and design planning processes and shared team responsibilities.

#### Continuous Improvement and Innovation

- Proactively identify opportunities to improve design systems, processes, and workflows.
- Engage in sector and cross-industry networks to bring innovation and creativity into EIT's design practices.
- Lead or participate in projects to test new tools, formats, or design strategies.

#### General Responsibilities

- Comply with EIT policies and procedures.
- Contribute to a healthy workplace by implementing safe work practices and strategies to effectively manage personal wellbeing.
- Undertake additional responsibilities and tasks relevant to this position as requested by the manager.

#### Commitment to EIT Priorities

- Te Tiriti o Waitangi. Through our developing understanding of our obligations and our connection with Te Tiriti o Waitangi as both individuals and as an organisation.
- Ākonga at the Centre. Through prioritising the experience, wellbeing, and success of our ākonga in our decision-making process.
- Equity. Through recognition, empowerment, and inclusion we can give greater acknowledgement of the unmet needs of Māori, Pacific and disabled ākonga and their whānau.

- Vocational Education and Training Excellence. Through quality provision for all ākonga, meeting the regional needs of employers and communities.

## **Pūkenga | Skills, Experience, Knowledge and Qualifications**

### **Essential**

- Tertiary qualification in graphic design or a related discipline.
- 5–10 years of professional experience, with at least five years in a senior design role.
- Expert-level proficiency in Adobe Creative Cloud software (InDesign, Illustrator, Photoshop, Acrobat, Premiere Pro, etc.).
- Experience designing for both print and digital formats, including responsive and interactive design.
- Strong understanding of brand systems, visual identity, and integrated marketing.
- Advanced skills in conceptual development, typography, colour theory, and composition.
- Demonstrated success delivering creative projects from brief to completion.
- Ability to manage multiple projects, meet deadlines, and balance competing priorities.
- Familiarity with pre-press, supplier engagement, and print production.
- Strong verbal and visual communication skills, with the ability to communicate design ideas clearly.
- Proven ability to build effective relationships and work collaboratively.

### **Desirable**

- Experience with video editing, animation, or motion graphics.
- Confidence facilitating creative workshops or visual briefing sessions.
- Familiarity with user interface (UI) design principles and digital accessibility.
- Understanding of te ao Māori, cultural competence, and inclusive design practice.

## **Ko EIT Tātau | Values**

Our values are the guiding principles that define what is important to EIT. If embedded successfully, they shape EIT's culture, influence decision-making, and guide our interactions. EIT's values reflect our core beliefs and ethical standards that we stand by, helping to create a cohesive and purpose-driven environment.

### **Herea te momoho | Inspire success:**

- We encourage continuous growth and learning, recognising that success is built on collective effort.
- We create space for innovation and excellence, challenging the status quo for positive change.
- We celebrate the achievements of ākonga, kaimahi, and whānau, inspiring the next generation.

### **Herea te tangata | Nurture whanaungatanga:**

- We build and nurture genuine relationships by expressing manaakitanga, uplifting others through care, respect, and generosity, and fostering connection and belonging.
- We honour wairuatanga, recognising the unique identities, expressions, and needs across our diverse individuals and communities.

- We uphold our kaupapa in service of ākonga and communities past, present, and future, by embodying kotahitanga and working as one toward shared goals and outcomes.

Horea te mana | Act with integrity:

- We uphold our own mana by acting with honesty and integrity, and by doing what is tika and pono, even when it is not easy.
- We uphold the mana of others by demonstrating respect, maintaining trust and confidence, and showing integrity in all our interactions.

Horea te pono | Be committed:

- We make measured and sustained contributions to EIT's shared goals and outcomes, aligning our efforts with a shared kaupapa, as the seen face of our tūpuna and as future tūpuna ourselves.
- We are accountable for our impact and take ownership of both successes and challenges.
- We uphold our oranga, and the oranga of others, ensuring we remain strong and resilient in times of challenge.