

POSITION TITLE:	Visual Communications Designer	CLASSIFICATION:	Band 5
REPORTS TO:	Strategic Communications Lead	DIRECTORATE	Organisation Capability
DEPARTMENT:	Communications & Customer Operations	TEAM:	Communications

OUR STRATEGIC CONTEXT



PURPOSE

Our organisation is accountable, sustainable, and delivering effective services to our community.

VISION

Our community is a safe, inclusive, and creative city that celebrates and embraces its vibrancy of cultures.

VALUES

Cooperation, Change and New Ideas, Learning, Achievement, Communication & Accountability.

COUNCIL PLAN

A thriving and unique place; an inclusive and healthy community; and a people-centred and future ready city.

HOW YOUR ROLE CONTRIBUTES

As a Visual Communications Designer, you play a key role in visually bringing Council's initiatives, services and brand to life through high-quality, impactful design. Reporting to the Strategic Communications Lead, this position supports the delivery of internal and external communications by producing visual content that is audience-focused, accessible, and aligned with the City of Stonnington's brand identity and visual language.

You will collaborate closely with business units, content creators, and external vendors to develop design concepts and deliver creative solutions across digital, print, signage, promotional and campaign materials. Your work will support storytelling across the organisation – ensuring consistent brand expression and elevating the visual experience for our community, staff, and stakeholders.

RESPONSIBILITIES	KEY OUTCOMES
Visual Design and Creative Production	<ul style="list-style-type: none"> Develop and deliver high-quality, brand-aligned visual content for internal and external communications, including reports, presentations, signage, advertising, social media, and publications. Interpret verbal and written briefs from internal stakeholders, turning strategic objectives into compelling design solutions. Ensure all outputs meet accessibility and inclusivity standards and reflect Council's commitment to high-quality service and community representation. Support creative delivery across multiple platforms and formats, adapting design solutions to suit both digital and traditional media. Collaborate closely with the Communications and Content Team to co-create visual content for campaigns, service communications, sustainability programs, and social media. Ensure that all creative outputs support messaging developed by Content Advisors and Business Partners.
Brand Governance and Visual Consistency	<ul style="list-style-type: none"> Apply and uphold the City of Stonnington's visual identity, ensuring all materials reflect brand guidelines and organisational values. Collaborate with the Strategic Communications Lead to refine and evolve the visual identity framework, style guide, and brand toolkit. Provide guidance to business units on the correct application of branding and support the creation of branded templates and toolkits where required. Coordinate with the communications team to ensure that visual elements used across media, including social platforms and print collateral, are consistent with brand strategy and messaging frameworks.

Project Management and Delivery	<ul style="list-style-type: none"> Coordinate the end-to-end delivery of design jobs, including scheduling, stakeholder engagement, revisions, and approvals. Manage multiple design projects with competing deadlines while ensuring timely, accurate and high-quality delivery. Liaise with external suppliers, printers, and production partners to ensure specifications are met and outputs meet Council standards. Contribute to the continuous improvement of design workflows and systems to ensure efficient and scalable production. Work in close alignment with Business Partners and Content Creators to ensure production schedules align with campaign timelines and community engagement goals.
Collaboration and Communication	<ul style="list-style-type: none"> Work closely with the Strategic Communications Lead and content teams to ensure design outputs align with key messaging and audience goals. Communicate clearly and effectively with stakeholders across all levels, providing creative advice and rationale to inform decisions. Support internal communications initiatives and staff campaigns by producing visually engaging materials tailored for internal audiences. Actively contribute to campaign briefings, planning meetings, and content reviews led by the Communications and Content Team, ensuring visual concepts are integrated from early development through to execution.

KEY WORKING RELATIONSHIPS



Direct reports: None

Internal: Communication Operations Team, Engagement and Insights, Customer Experience, project teams across departments

External: Creative suppliers, print vendors, photographers, illustrators, and production houses

REQUIRED EXPERIENCE, SKILLS AND COMPETENCIES

Accountability and extent of authority	<ul style="list-style-type: none"> Competence in providing specialist advice or regulating client interactions within established guidelines, with an understanding of the implications of decisions and the ability to navigate appeals or reviews by senior staff. Capacity to provide direct support to senior employees, exercising broader decision-making freedom that impacts overall team performance and outcomes, while maintaining alignment with organisational standards and procedure.
Judgement and decision making	<ul style="list-style-type: none"> Ability to assess well-defined objectives and select the most suitable methods, technologies, or processes from various alternatives, leveraging professional knowledge and experience. Competence in tackling complex or technical issues relating visual communication and design that require innovative solutions, demonstrating originality and resourcefulness when faced with unfamiliar challenges. Skill in seeking and incorporating guidance and advice from colleagues or experts, ensuring informed decision-making within the necessary timeframes.
Specialised knowledge and skills	<ul style="list-style-type: none"> Proficient in using graphic design software packages, particularly Creative Cloud programs including InDesign and Photoshop and Illustrator, with a strong ability to apply these skills in a practical work setting. Ability to articulate comprehensive briefs for external suppliers.
Management Skills	<ul style="list-style-type: none"> Ability to effectively manage time, set priorities, and organise tasks to meet objectives efficiently within available resources and deadlines. Strong understanding of personnel practices, including equal employment opportunity, occupational health and safety, and employee training and development.

	<ul style="list-style-type: none"> Proficient in planning and coordinating work activities for oneself to achieve specific goals and enhance overall team performance.
Interpersonal skills	<ul style="list-style-type: none"> Strong verbal and written communication skills to engage clients and colleagues clearly and professionally Ability to work cooperatively with diverse groups, fostering a supportive environment and building strong relationships. Skilled in addressing issues and mediating conflicts appropriate to the role, promoting positive outcomes and mutual understanding.
Qualifications and Experience	<ul style="list-style-type: none"> A degree or diploma in graphic design or visual communication is preferred, though lesser formal qualifications may be acceptable with equivalent work experience. Demonstrated work experience in producing high-quality design across print, digital, and campaign channels, preferably in a government or community-focused environment. Experience applying and managing brand identity systems in a complex organisational setting. Proven ability to work flexibly, manage multiple design jobs, and meet tight deadlines with a high level of accuracy and creativity. <p>This role may be required to complete routine medical checks, undergo fit to work testing, update their police check as necessary, and maintain a current Working with Children Check to ensure compliance with organisational policies and safeguarding standards.</p> <ul style="list-style-type: none"> Licensing and Background Checks: Current Victorian driver's licence, ability to complete a satisfactory police check, and a current Working with Children Check (WWC).

Capability Framework: Level 1 Accomplished

Capabilities are the essential skills and behaviours needed for effective role fulfillment, represented as observable actions

Project Management	Develop essential skills in effective planning, coordination, and control. Responsibilities include tracking tasks to ensure deadlines are met, understanding team objectives, managing time efficiently, and providing valuable feedback for continuous improvement, all contributing to the overall success of the project
Change	"Creating Path Through Change" by advocating for continuous improvement and contributing new ideas to enhance processes. You will embrace innovative approaches and utilize data to identify opportunities for enhancing work systems, ultimately benefiting both our business and community
Communication	Effectively communicate with clarity and respect, actively listen and engage with others, adapt language and non-verbal cues as needed, prepare well-structured written materials, and contribute regularly to team discussions and community engagement
Good governance	Utilise technologies and data to enhance efficiency while ensuring compliance with information security and organisational policies. Support process improvements and help colleagues understand relevant guidelines and procedures.
Achievement	You will deliver customer and community-focused services aligned with strategic objectives. You will seek diverse perspectives, build internal and external networks, and complete tasks on time under guidance. Contributing to resource allocation and team goals, your work will prioritize the needs of customers and the community
Leadership Impact	You will contribute to a culture of continuous improvement by embracing feedback and supporting your colleagues. You will help ensure that everyone understands how their roles align with our goals and participate in recognising high-quality work while promoting the value of diversity within Stonnington

WHAT WE ARE ALL RESPONSIBLE FOR



Workplace Health, Safety and Wellbeing:

We are committed to maintaining a healthy and safe work environment for all employees, contractors, volunteers, and visitors and recognise that this is an integral part of our business. This commitment extends to ensuring activities do not place any person at risk.

Diversity, Equity, and Inclusion:

We are committed to fostering a diverse and inclusive workplace that values everyone's contributions, lived experience, and expertise. A workplace where everyone is supported to thrive and be authentic.

Code of Conduct:	We are committed to the provision of the best possible services to the community in a fair, equitable and inclusive manner and requires all employees to adhere to the standards of conduct.
Service Promises:	We Empathise We are Responsive We are Transparent We are Consistent We Follow Through
Safeguarding Children and Young People:	We have a zero tolerance to child abuse. All Council officers, including employees, contractors, volunteers, and Councillors have a legal and moral obligation to keep children safe and promote their best interests.
Sustainability:	We're committed to a sustainable Stonnington, working together with our community to create a healthy future for us all.

Review date:	July 2025
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