

Position Description

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| Position Title | Lead Creative |
| Portfolio | Advocacy |
| Reports To | Manager Marketing |
| Employment Type | Full-Time |
| Location | West Leederville |

Team Overview

This role sits within the Advocacy portfolio, which is responsible for amplifying the voice of WALGA and enhancing the profile and perception of both WALGA and the Local Government sector through contemporary marketing, communications, media, events and stakeholder engagement. The portfolio also includes the Association and Corporate Governance team and the Building and Facilities team, supporting a seamless experience for stakeholders across all touchpoints.

Position Purpose

The Lead Creative supports the delivery of marketing and communications initiatives through the production of contemporary brand campaigns, printed and digital design assets, promotional and direct marketing collateral. This role is responsible for developing visually compelling and impactful designs that align with WALGA's strategic objectives and enhance its brand presence across all platforms.

Key Accountabilities

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| Content Creation and Design | <ul style="list-style-type: none"> • Develop artwork using the Adobe Suite on Mac. • Design campaign graphics for tactical and brand awareness campaigns across WALGA. • Produce marketing collateral in conjunction with Advocacy team deliverables. • Support the overall brand, marketing and communications objectives of WALGA. • Create high-quality, detailed design drafts and graphics for various media including print, digital, and social platforms. • Design material that is accessible and appealing to a diverse range of stakeholders. • Continuously improve the quality and effectiveness of visual assets by staying up to date with the latest design trends, AI, tools, and techniques. |
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| Brand Governance and Event Support | <ul style="list-style-type: none"> • Champion brand use across WALGA. • Provide expert brand advice to internal stakeholders including managers, executives, and the CEO. • Ensure brand integrity and consistency is maintained across WALGA by ensuring all collateral and documentation is in line with the governance in brand guidelines. • Design and manage promotional materials and collateral for events including signage, programs, branded merchandise, promotional materials, and digital assets. • Provide occasional on-site event design support, including ad-hoc content creation, venue testing, and troubleshooting of digital assets. |
| Project Management and Stakeholder Engagement | <ul style="list-style-type: none"> • Oversee design projects from conception to completion, managing timelines, resources, and client expectations. • Address and resolve design challenges, adjusting as necessary to meet project goals. • Collaborate with the Content Producer to brainstorm and develop engaging content for the WALGA content studio and other projects, as required. • Collaborate with internal stakeholders to understand their design needs, provide consultation and expertise and provide updates on project progress. • Collaborate with the Digital Marketing Advisor to create engaging assets. • Work with the Manager Marketing to review and approve final designs, ensuring they meet the highest quality standards before delivery or publication. |

Key Relationships

| Who | Why |
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| Internal | |
| Stakeholders | <ul style="list-style-type: none"> • Liaise with managers and key stakeholders across relevant portfolios to provide design advice and expertise. • Provide a customer service approach to taking on and coordinating brand related projects and tactical campaigns from initial brief, through to execution / delivery. |
| Team | <ul style="list-style-type: none"> • Support a positive environment through teamwork, knowledge sharing and supporting colleagues. • Work in cohesion with the communications and marketing teams to support delivery of campaigns and projects. • Prioritise collective success by actively working towards common goals and objectives. |

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| Manager | <ul style="list-style-type: none"> • Work collaboratively to progress outcomes for projects supporting strategic marketing and communications objectives. • Communicate project progress, performance and outcomes with to support timely delivery and effective expectation management. • Receive guidance on priorities and design direction to support delivery of high-quality outcomes. • Escalate issues, make suggestions, and provide updates. • Provide expert advice and contribute to decision-making. • Identify emerging issues/risks and their implications and propose solutions. |
| Executive Manager Advocacy | <ul style="list-style-type: none"> • Provide expert advice and contribute to decision-making on projects requiring design-related content. |
| External | |
| Supplier/Service Providers and Consultants | <ul style="list-style-type: none"> • Source/engage new or existing service providers (external agencies, printing companies, production companies' copywriters). • Consult and collaborate with external suppliers to develop, deliver, and evaluate design/production projects. • Manage expectations and resolve issues with suppliers. • Communicate needs, facilitate routine business transactions. |

Key Competencies.

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| Knowledge and Experience | <ul style="list-style-type: none"> • Demonstrated experience working as a Graphic Designer in an in-house creative team. • Advanced proficiency in Adobe Creative Suite (InDesign, Photoshop, Illustrator) and other relevant design tools/software. • High level understanding of design principles, typography, colour theory, and layout composition. • Demonstrated experience in designing campaign assets for print and digital platforms, including but not limited to advertising campaigns, events, marketing materials, social media content, website graphics and eDM newsletters. • Experience in championing the evolution and maintenance of an organisation's visual brand standard (desirable). • Experience with motion graphics (desirable). |
| Qualifications | <ul style="list-style-type: none"> • Tertiary qualification in Graphic Design, or similar (desirable). |

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| <p>Skills</p> | <ul style="list-style-type: none"> • Creative thinking and problem-solving skills to translate concepts and ideas into visually engaging designs that evoke desired audience outcomes. • Ability to coordinate multiple projects simultaneously while adhering to deadlines and maintaining a high level of attention to detail. • Demonstrated capability to apply high-level brainstorming techniques to develop innovative and creative concepts. • Excellent communication skills with the ability to present and explain design concepts effectively. • Demonstrated attention to detail, with a consistent focus on producing high-quality, accurate work • Skilled in updating documents such as MS Word and PowerPoint for branding and style elements to make them on brand and impactful. |
| <p>Behaviours</p> | <ul style="list-style-type: none"> • Willingness to attend occasional meetings and events where some out of business hours are required. • Sets a tone of integrity and professionalism within WALGA and in dealings external to WALGA. • Collaborates with stakeholders to enhance service delivery processes and outcomes. • Engages in initiatives to drive innovation and change within the organisation. • Uses inclusive messaging and storytelling to influence diverse stakeholders. • Applies critical thinking and creativity to analyse issues. • Adapts messaging to resonate with diverse audiences. • Listens to, collects and responds to member and stakeholder feedback. • Delivers on own commitments and accountabilities. • Sets high standards and holds themselves and others accountable for their actions. • Accepts and tackles challenging goals with drive and commitment. • Maintains a positive and solutions-oriented mindset in the face of adversity. • Listen to, collect and respond in a positive manner to stakeholder feedback. • Show an awareness around the principles of Workplace Health and Safety initiatives and apply them by taking care and being alert around issues in the workplace. • Contribute to a culture of openness and support regarding mental health and wellbeing, encouraging colleagues to seek help when needed. |

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| Values | Ability to demonstrate and apply WALGA's values. <ul style="list-style-type: none">• Respect – We act honestly, with integrity and respect• Excellence – We strive for excellence and an environment of continuous improvement• Accountability – We take responsibility and work openly and transparently• Collaboration – We value strong relationships and partnerships• Curiosity – We encourage a spirit of enquiry, and an innovation mindset |
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