

Communications Advisor – Graphic Design and Video



The Communications Advisor – Graphic Design and Video is a key contributor to the communications team's Creative Hub, providing all-round graphic design support (from editorial to digital and motion design), strategic templating, video filming and editing, and design tool solutions to tell our stories in a visually engaging, credible, and on-brand manner.

Reports to:	Creative Lead Communications
Department:	Communications
Group:	People and Culture
Employment Type:	Permanent
Location:	Avalon
Direct reports:	Nil
Budget:	Nil
Career Path:	Corporate
Job Family:	Communications and Stakeholder Engagement
Career Step:	6
Date:	September 2024

Position priorities and responsibilities

Visual Communications

- Deliver accessible and easily understood visual communications reflective of the GNS brand.
- Have a holistic view of brand design, from tiny details to the big picture.
- Maintain and enhance corporate brand visual standards.
- Advise staff on corporate branding requirements and provide assistance on their proper use.
- Create easily understood infographics from complex source information.
- Provide quality control for scientific graphical products prepared by other staff and external agencies/contractors.
- Provide technical assistance to staff on graphics related matters as required.
- Solve design problems encountered by other staff with print, web, and video media.
- Find visual communications solutions for complex challenges.
- Identify and implement visual communications solutions that allow users to easily create on-brand user-generated content.

- Create videography solutions from pre-production through to post-production, including editing of sourced content.
- Maintain and manage image and creative content library, including access and permissions.

Workflow management

- Provide input into the development and upkeep of design templates, workflows, and brand application guidelines, while contributing to broader communications team strategies and ensuring consistent brand execution across all materials.

Digital animation

- Create simple animations to explain complex concepts.
- Provide support for staff in the development of storyboards, scripts, and concepts for longer form animation.
- Support communications and science staff with animation concept creation.
- Create title cards, motion design, and video effects for incorporation within videos produced in house.
- Deliver animated illustrations for digital video use that reflect GNS brand standards and communications objectives.

Project Management

- Effectively manage tasks and queries through to completion, keeping management and clients informed, and involving other institute and external expertise as necessary.

Teamwork

- Work directly with your Creative Lead.
- Work collaboratively with the team and the wider organisation to support strategic communications objectives.
- Manage workloads to ensure deliverables are created, revised, and approved within set timeframes.
- Work with other team members on projects; this may include taking the lead on some projects.
- Support a positive culture and morale.
- You love open discussion and debate to constantly make the work better.
- You believe simple is better.
- You like to create systems that work well together.

Responsibilities of all staff

- Comply with all GNS Science policies and procedures.
- Contribute to making GNS Science a healthy and safe place to work by complying with the responsibilities and accountabilities outlined in the Health and Safety Management System Framework.

The responsibilities of this position will change over time to respond to changing needs. The incumbent will need the flexibility to adapt and develop as the company and its environment evolves.

Key working relationships

Internal:

- Communications team
- Scientists
- Planning, Performance and Reporting Department

External:

- Agencies / contractors
- Other research partners

Person specification

Skills, knowledge and attributes

- Works well under pressure and time constraints.
- Understands how to prioritise work while fielding competing demands for time and resources.
- High visual quality standards. Portfolio required to apply.
- Knowledge of branding, experience in implementing brand standards, and working within a brand-aware environment.
- An understanding of the printing process and experience in preparing material for both print and digital delivery.
- Awareness and support of Māori relationships and development issues and an interest in authentically supporting Māori visual design.
- Proactive, offers solutions and ideas aimed at strengthening visual communications outcomes.
- Ability to work independently.
- Agile, flexible and able to manage well in a collaborative environment.

Experience

Essential:

- At least 5 years' experience working in graphic design, including digital, animation or content creation.
- Proficient in a wide range of computer hardware and graphics software, especially Adobe Creative Suite (Illustrator, Photoshop), Microsoft Suite (Word, Powerpoint), as well as video animation packages.
- Proven videography skills – portfolio required.

Qualifications

Essential:

- A relevant tertiary qualification or commensurate experience.

Performance dimensions

At a high level, GNS Science recognises six **performance dimensions**: three relate to technical capability, one relates to leadership (if applicable) and two relate to the way we work. Below are the general expectations that are the minimum standards

expected of all staff. There are also expectations that specifically relate to the career step associated with the role; you can find these on GNS Online.

Technical capabilities

Scope, complexity and innovation

- Enduring commitment to maintaining and developing skills and knowledge in area of expertise.
- Both the ability and desire to apply appropriate rigour, principles and practices to deliver quality work in a cost-effective manner.
- Acts in a manner that conveys high personal and professional standards.
- Open to coaching and feedback – incorporates suggestions to find better ways of doing things (to improve own and GNS Science performance).

Contribution to GNS Science / profession

- Establishes and maintains effective and collaborative working relationships – with colleagues and external individuals and groups.
- Both the ability and commitment to work in a culturally responsive and inclusive manner; respecting and valuing the diverse perspectives of individuals and groups.
- Takes an interest in early career colleagues, graduates and students – provides coaching and/or mentoring as appropriate. Supports initiatives to promote science careers.
- Prevents harm to self and others by carrying out duties safely and responsibly.

Delivery of work

- The ability and commitment to deliver pieces of work and projects on time to required quality, cost and benefit parameters.
- The application of appropriate project management rigour, principles and practices to delivering quality projects in a cost-effective manner

Behavioural expectations

Manaakitanga – we do the right thing

Champions a positive working culture. Works and interacts with colleagues, external partners, stakeholders and customers in a way that is consistent with our values:

- We are **CONNECTED** in our purpose; with each other, with partners and stakeholders and with our communities.
- We are **INSPIRED** by our work to explore, challenge, innovate and aim higher.
- We are **EMPOWERED** to be our best – valued for our differences, encouraged to contribute and enabled to grow and develop.

Bicultural commitment

- As a Crown Research Institute, GNS Science is committed to partnering with iwi/hapū and Māori communities and agencies to achieve their science aspirations.
- We do this in a way that is culturally appropriate (**tikanga**) and honours Māori and non-Māori worldviews (**te ao**).

These expectations are intended to support and guide the development of individual staff.