



OUR VISION: To use the past, present, and future technology and ingenuity of Aotearoa to educate and inspire the innovators of tomorrow.

- KIA WHAKATŌMURI TE HAERE WHAKAMUA -

Position: Graphic Designer – Visitor Experience

Reports to: Senior Graphic Designer

PURPOSE OF THE ROLE

As part of an in-house design team, the Graphic Designer – Visitor Experience will provide creative graphic design support and solutions to all areas of the organisation and predominantly to our Public Programmes, Event and Education offers. All work is done in accordance with the overall brand, marketing and communications approach.

RESPONSIBILITIES

- Meet with internal clients to interpret the concepts they want to communicate and note their requirements from the marketing brief.
- Determine creative strategies to deliver a clear message to specified target audience/s.
- Collaborate with and be guided by the Senior Graphic Designer to ensure MOTAT Brand Guidelines are upheld, processes are adhered to and quality of deliverables is consistent.
- Create innovative design concepts for campaigns for MOTAT events, holiday experiences and visitor engagement activities based on internal client theme briefing and targeted to appeal to specific audience/s.
- Project manage the design requirements for advertising and campaigns as per campaign schedule including advertising for web, print and out-of-home, ensuring supplier deadlines are met.
- Collaborate with Visitor Experience teams to provide graphic design and services for events, holiday experiences, regular and wide format print based signage, collateral including: booklet, branded merchandise and unique take home items, and craft activity requirements that meet the needs of the Visitor Experience offer to target audiences.
- Provide on demand photography services for promotion of staff profiles, events and public relations.
- Manage all graphic design tasks / projects, ensuring the more urgent tasks are prioritised and deadlines are met. Communicate any potential delays to relevant stakeholders. Use task scheduling and other platforms as required.
- Collaborate with External Relations team members and provide graphics and banners for use on MOTAT website, EDMs and event listings.
- Liaise with external printers and other suppliers when necessary, ensuring the best prices / quotes are obtained, artwork is provided to specification and deadlines are met.
- Work with Senior Designer to conduct regular supplier reviews for the Museum's main print supplier contracts and recommend preferred suppliers.

- Provide support and troubleshooting problems of installation of billboard, tramline flags, onsite promotional material and signage of events and holiday experience
- Manage and communicate costs and charges associated with the Visitor Experience Graphic Design function including liaising with MOTAT teams and suppliers on quotes, budget management and purchase orders.
- Ability to multi-task, simultaneously and independently support both immediate graphic design requests while managing long term projects
- Protect the MOTAT brand integrity by managing the correct use of the MOTAT logo on all branded materials and achieving overall consistency of the MOTAT brand in the marketplace.
- Actively contribute new ideas towards the development of future marketing opportunities that will help MOTAT achieve its business objectives.
- In liaison with the Public Programmes team, coordinate the production of printed collateral of events and activities to ensure the deadlines are met and produced and delivered on time.
- Analyse and plan the framework of design according to the laid-out concept and established scope of the project. Determine the deadline of all design aspects for each project to initiate the ideation process.
- Manage the development of a creative concept with various stakeholders, conducting presentations, collating feedback, providing design advise to ensure the output is on brief and on brand.
- Allocate, schedule and prioritise daily workflows using the Marketing resource tools.
- Maintain a high standard of filing system for design and photography assets.
- Manage the quality of print and digital asset outputs in line with brand standards.
- Update and maintain MOTAT’s shop display screens, onsite signage and advertising displays, and email signature promotions. Manage the communication line between suppliers and internal team to ensure that all Health and Safety standards are met during installation of billboard, tramline flags, onsite banners and signage.
- Follow all museum policies and procedures including but not limited to Health Safety & Environment, and the Museums Aotearoa’s Code of Ethics.
- Undertake any other reasonable duties as may be required to ensure that MOTAT’s business objectives are met.

KEY PERFORMANCE INDICATORS

- Ensure that there is a consistent look and feel to all MOTAT branded materials and that the vision and values of MOTAT are represented in all advertising and supporting collateral used to promote MOTAT.
- MOTAT promotional material will be presented in a creative and cutting-edge way, relevant to specified target audience groups.
- Respond promptly in a pleasant, helpful and timely manner to visitors, Team MOTAT, suppliers, and other business associates, to ensure quality of service and maintain a professional image.
- Acknowledge the receipt of briefs within 2 working days and agree a timeline for delivery with the relevant stakeholder.
- When a budget is provided, ensure that budget parameters are met. Where no budget is specified, it will be ensured that MOTAT gets best value by securing multiple quotes (as required).
- Meet deadlines as agreed with internal stakeholders and in accordance to the advertising schedule booked with external stakeholders.

KEY RELATIONSHIPS / DELEGATED AUTHORITY

Responsible for: Nil

Internal Liaison: Senior Graphic Designer, External Relations Manager, External Relations Team, Public Programmes Team, Wider MOTAT Team/s

External Liaison: Printers, Signage Suppliers, Photographers & Media Providers

BUDGETARY AUTHORITIES

Nil

SKILLS & EXPERIENCE

- A graphic design tertiary qualification is required, and experience in a graphic design role with minimum 4 years' experience is essential.
- Experience and proficiency in Design Software including Adobe Creative Cloud, Illustrator, InDesign, Premier Pro, Photoshop and MS Office applications.
- A good understanding of HTML5 and how to produce Digital Assets for online marketing.
- Photographic experience with a DSLR camera, as well as knowledge of lighting and exposure techniques.
- Strong digital illustration and creative concept development skills are required. Able to translate ideas into design.
- Demonstrated ability to think broadly and creatively, bringing ideas to life from client/stakeholder briefing in order to meet set requirements.
- Demonstrated experience in hands-on roles that have required tasks to be completed for fixed timelines with a high degree of organisation and attention to detail.
- Professional self-starter who can work independently and as part of a team to plan and execute assigned tasks.
- Flexible individual able to quickly adjust to changing requirements and revise work or respond quickly to changing needs. Calm under pressure.
- A highly collaborative attitude to creativity. Open to feedback and a high level of communication skills. Able to work in an iterative design process as needed.
- A high standard of interpersonal skills with a demonstrated ability to relate to people at all levels and an ability to develop working relationships.
- Knowledge of advertising and marketing, and how to design for varying target audiences.

OUR VALUES

Ō MĀTUA UARA

Auahatanga Innovation - We will be courageous and try new things.

Ngātahitanga Collaboration - We will work as a team that respects and supports others.

Motuhēhētanga Integrity - We will act ethically and with respect and transparency.

Pūmautanga Sustainability - We will foster knowledge and promote technology that is beneficial to our community and environment.

This document covers the broad results expected from the position and will form the basis of specific objectives to be agreed and reviewed on a regular basis.