

Position Description – Visual Communication Officer

Permanent, Part-Time

The position report to: Team Leader Communications & Engagement

Grade: 14

Hours of work: Up to 30 hours per week

Position purpose:

Support the Communications & Engagement team to create and maintain visual communication assets and digital content, providing specialist visual and information design across Council channels to meet required timelines.

Be the visual communication and information design lead on significant Communications & Engagement projects and priority Council programmes, including consultation and engagement, organisational publications, service communications and the transition of "Connect" to a digital-first publishing model.

Translate complex and data-rich information into clear, engaging and accessible materials that support Council objectives, community understanding, trust and participation, consistently applying Council branding, tone, accessibility requirements and relevant policies.

The Key areas of responsibility include:

Visual Design and Brand Application	• Design creative, engaging and accessible materials across print and digital formats, including reports, infographics, data visualisations, signage, advertising and social media content. • Ensure all outputs align with Council's visual identity, accessibility standards, tone, brand, style guidelines and policies. • Maintain, coordinate and manage visual libraries and files for easy cross-team access, ensuring they are well catalogued and managed in line with Council's Information Management policy. • Maintain, and where required develop, Council templates, design systems, and style

	guides to support consistent visual communication across departments.
Content Creation and Storytelling	• In positive collaboration with relevant departments, create compelling visual assets and layouts that enhance campaigns, publications, consultation and engagement projects. • Support and enhance the production of photography, videography, motion graphics, and digital assets to tell Council's story in clear, informative and relatable ways.
Digital and Print Production	• Prepare and manage print-ready files, liaising with external printers, photographers, and suppliers when required. • Optimize visual content for digital platforms, including Council's website and intranet, ensuring accessibility across devices. • Publish and maintain approved website and intranet content. Lead the "Connect" transition to a digital-first model and support other priority C&E projects. • Ensure all print and online content, including digital images, is culturally appropriate.
Collaboration and Advice	• Offer design and brand guidance to staff across Council. • Support and train non-design staff to use approved templates and publishing tools. • Contribute creative ideas and solutions to cross-team projects and campaigns. • Work positively and proactively across multiple teams and departments to support all campaigns and projects to meet all legal and statutory timelines.

Deliverables:

Organisation wide impact	• Visually engaging materials strengthen Council's communications and community connection. • Council's visual identity is consistently applied across all internal and external channels. • Complex information is communicated clearly through clear, informative and accessible visual design. • All staff are guided and supported by producing quality, consistent brand-aligned documents and presentations.
Performance	• Meet design and production deadlines to a consistently high standard.
	• Demonstrate innovation and continuous improvement in visual communication.

People & Capability

- Contribute positively to the Communications and Engagement team and all-organisation culture.
- Share knowledge and build design and digital publishing literacy across Council.
- Model collaboration, professionalism, and respect in all interactions.

Requirements for all Staff

- Buller District Council honors Te Tiriti o Waitangi. We are committed to working with our Treaty partners to deliver on our obligations under Te Tiriti o Waitangi.
- Take all reasonable and practical steps to ensure the health and safety of yourself and others. Comply with any reasonable health and safety instruction, policy or procedure and ensure that all hazards, risks and incidents are reported using Vault.
- Actively participate in Performance Appraisals and complete a learning plan in conjunction with your manager.
- Maintain a strict sense of professional ethics, maintaining confidentiality and privacy as per the Privacy Act and abiding by Council Policies.
- Be responsible for meeting the provisions of the Public Records Act 2005 (PRA) and the Local Government Official Information and Meetings Act 1987 (LGOIMA) in respect of Council information, and for following related Buller District Council policies and processes.

Emergency Management requirements for all Council Staff

- Buller District Council has a legislative responsibility to respond to adverse events within our communities. As such, any staff member may be required to assist the Emergency Management Team in responding to such an event. Family circumstances and BAU roles will be considered.

Required assistance may include:

- Coordination of emergency services and lifeline providers within the community during a civil defence emergency or adverse event.
- Respond to civil defence emergencies or adverse events wherever possible and if it is safe.
- Participate in any required Civil Defence exercises to maintain essential services.

Key relationships

Internal	External	Committees/groups
• Chief Executive • Senior Leadership Team • Group Manager Community Services • Manager Customer Experience • Comms & Engagement team • Elected Members • All Council staff & Departments	• Community groups and stakeholders • Consultants and contractors • General public	• Council subcommittees

Skills and Experience

Essential	Desirable
• Qualification in visual communication, graphic design, or a minimum of three years' experience in a related discipline. • Demonstrated experience creating and publishing visual content for print, digital, website/intranet and social platforms. • Proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere Pro) or equivalent tools. • Ability to interpret complex and data-rich information into clear and engaging visual formats. • Excellent attention to detail and time management. • Strong, proven record to successfully multitask across a range of projects simultaneously. • Have a collaborative, team-win mindset. • Be solution focused, taking challenges as opportunities. • Be flexible with hours of work to be able to adapt to changeable workflows.	• Experience in a local government or public sector environment. • Understanding of Te Ao Māori and ability to incorporate bicultural representation into design. • Experience in motion design or basic video post-production.

Education, Qualification, Memberships

Essential	Desirable
• Tertiary qualifications in visual communication, graphic design, or equivalent experience.	• Membership of the Designers Institute of New Zealand (DINZ) or similar professional body. • Training or certification in digital accessibility or inclusive design.