

## POSITION DESCRIPTION

### Position details

Position Title	Designer/Mac Op
Team/Branch/Group	Design and Marketing Team Engagement, Communications & Ministerial Services Corporate, Governance & Information
Location	Wellington
Date	January 2018

### Our purpose

Our purpose is to grow the New Zealand economy to provide a better standard of living for all New Zealanders. To achieve this, we need a strong, high performing economy, where for example, people (workers, consumers and investors) are protected and aware of their rights and obligations; and the integrity of the environment is maintained.

As one of New Zealand's largest government agencies, the work we do impacts the lives of all New Zealanders. We work to increase household incomes by helping businesses to be more productive and internationally competitive, increasing opportunities for all New Zealanders to participate in the economy through improved job opportunities, and by ensuring quality housing is more affordable.

This is all echoed in our Māori identity – Hikina Whakatutuki – which broadly means “lifting to make successful”.

### How we work

Our aspiration is that MBIE is a great place to work where great work gets done.

We believe in harnessing the potential of our people and the diverse skills and life experiences they bring to MBIE.

Our targets are challenging and require us to work with others, and across the Ministry (making the most of our size and scope).

Our people will need to adopt a generous disposition and actively seek out opportunities to be purposely collaborative across MBIE. This means asking ‘why not?’ instead of ‘why?’, and leveraging off the collective that is MBIE in the pursuit of goals that stretch right across teams, branches and groups.

We work across government, and New Zealand, in a way that enables us to expand and deepen our understanding of businesses and markets. We use our extensive presence across New Zealand and around the world to make and leverage domestic and global connections.

With our Crown entity partners we work collaboratively with other government agencies; local government; businesses; industry, sector, union and employer groups; consumer groups; Māori leaders; and scientists to develop and deliver fit-for-purpose policy, services, advice and regulation that support people, businesses, communities and regions to be successful.

As the lead agency for providing government services for business, we are focussed on making it easier for business to interact with government.

## Our character

<b>Shape</b>	We shape the agenda by challenging the status quo, and by generating and adopting new ideas, to bring those ideas to life.
<b>Collaborate</b>	We support each other, engage early and proactively partner in pursuit of shared goals.
<b>Deliver</b>	We have a can do attitude, take ownership, act with purpose, urgency and discipline, take calculated risks, celebrate success and learn as we go.

## Our structure

The Ministry comprises around 3,200 staff operating in New Zealand with a further 400 staff in overseas locations.

The Ministry has seven business groups: Building, Resources and Markets; Corporate, Governance and Information; Finance and Performance; Immigration New Zealand; Labour, Science and Enterprise; Market Services; and the Office of the Chief Executive.

This position reports to the Manager, Design and Marketing in the Corporate, Governance and Information group.

The functions in this group are:

- Human Resources
- Communications and Ministerial Services
- Legal Services
- Enterprise Risk and Assurance
- ICT
- Organisational Governance and Strategy
- Research, Evaluation and Analytics
- Performance Entity and Investment
- CGI Operations

## Position purpose

A team member in MBIE, the Designer/Mac Op is responsible for the day-to-day delivery of print and online design services. The candidate will bring their design knowledge, publication layout, typographic and technical ability to the role. They will also bring business understanding and perspective, to work in partnership with other design and marketing team members and communications staff. The Designer/Mac Op will work closely with other MBIE designers and mac ops, as well as the business, to ensure that design and layout outputs meet their objectives, audience and channels, adhere to the Ministry's brand guidelines and are of a professional standard.

The Designer/Mac Op is responsible for contributing to the overall capability of the MBIE Design and Marketing team to ensure quality and consistency of advice and best practice in relation to their work, providing input into the development of design processes and systems.

The Designer/Mac Op also supports the MBIE Design and Marketing team to maintain MBIE's brand guidelines and visual identity development and assists in identifying opportunities for communications to further the Ministry's goals.

## Key relationships

- All internal clients and stakeholders within MBIE.
- Digital Channels Team, Web Service Team, Information Management Team.
- Engagement and Communications team members, Lead Advisors and Managers in the Engagement, Communications and Ministerial Services Branch.
- Contracted MBIE vendors and their designated account managers.
- MBIE vendors of other services including postage, production of branded collateral i.e. badges, clothing, signage etc.
- Staff in related positions in other government agencies.
- External web developers, multimedia and designers on a needs basis.

## Key accountabilities and deliverables

Responsibilities of this position are expected to change over time as the Ministry responds to changing needs. The incumbent will need the flexibility to adapt and develop as the environment evolves.

Key accountability or deliverable	Indicators of success
<i>Delivery of quality design solutions that contribute to the goals of the Ministry</i>	<p>The Designer/Mac Op will be required to deliver results in the following areas and be responsible for:</p> <ul style="list-style-type: none"> <li>• Delivery of design and production services in both print and digital environment that actively support and contribute to the achievement of MBIE's outcomes and that deliver to the needs of internal and external stakeholders.</li> </ul>
<i>Design Expertise</i>	<ul style="list-style-type: none"> <li>• Design and production of graphic design and publication content for both print and web platforms, including large document layout, artworking and print production processes.</li> <li>• Ability to work with senior designers to assist in conceptualising ideas, then see these ideas through to production and artworking stage.</li> <li>• Assist with the on-going brand development and management of MBIE's brands and sub-brands.</li> <li>• An understanding of multimedia software</li> </ul>
<i>Design project management</i>	<ul style="list-style-type: none"> <li>• Manage design projects across print and online or multimedia from initial client/stakeholder meetings, through implementation stage, then delivery.</li> </ul>
<p><i>Safety and wellbeing</i></p> <p><i>Manages own personal health and safety, and takes appropriate action to deal with workplace hazards, accidents, incidents and near misses</i></p>	<ul style="list-style-type: none"> <li>• Manages own personal health and safety, and takes appropriate action to deal with workplace hazards, accidents and incidents.</li> <li>• Ensures own and others' safety at all times.</li> <li>• Complies with relevant safety legislation, policies, procedures, safe systems of work and event reporting.</li> <li>• Reports all incidents/accidents, including near misses in a timely fashion.</li> </ul>

## Competencies

<b>Cultivates Innovation</b>	<p><b>Shape the agenda</b>, creating new and better ways for the organisation to be successful, by</p> <ul style="list-style-type: none"> <li>• Coming up with useful ideas that are new, better or unique</li> <li>• <b>Challenging the status quo</b></li> <li>• Introducing new ways of looking at problems</li> <li>• <b>Generating and adopting new and creative ideas</b>, and putting them into practice</li> <li>• Encouraging diverse thinking to promote and nurture innovation</li> </ul>
<b>Nimble Learning</b>	<p>Actively learn through experimentation when tackling new problems, using both successes and failures as learning fodder, by</p> <ul style="list-style-type: none"> <li>• <b>Learning as we go</b>, when facing new situations</li> <li>• Experimenting to find new solutions</li> <li>• Taking on the challenge of unfamiliar tasks</li> <li>• Extracting lessons learned from failures and mistakes</li> <li>• Being flexible and responsive to changes in requirements</li> <li>• Identifying personal learning opportunities</li> <li>• Finding own solutions where possible</li> </ul>

<b>Collaborates</b>	<p><b>Support others</b>, building partnerships and working collaboratively with others to meet shared objectives, by</p> <ul style="list-style-type: none"> <li>• Working co-operatively with others across MBIE, the public sector and external stakeholder groups to achieve shared objectives</li> <li>• Balancing competing interests and priorities appropriately and in line with MBIE's priorities</li> <li>• Identifying, <b>engaging early</b> and partnering with relevant stakeholders to get work done</li> <li>• Crediting others for their contributions and accomplishments</li> <li>• Gaining trust and support of others.</li> <li>• Addressing behaviours that do not align with our culture</li> <li>• Seeking and respecting the views and opinions of others</li> <li>• Providing timely and helpful information to others across the organisation</li> </ul>
<b>Customer Focus</b>	<p>Build strong customer relationships and delivering customer-centric solutions, by</p> <ul style="list-style-type: none"> <li>• Gaining insights into customer needs</li> <li>• Delivering quality, accurate, timely service and customer focussed solutions</li> <li>• Identifying opportunities that benefit the customer and will improve service delivery</li> <li>• Building and delivering solutions that meet customer expectations</li> <li>• Establishing and maintaining effective customer relationships</li> <li>• <b>Pro-actively partnering in pursuit of shared goals.</b></li> <li>• Actively seeking and responding to customer feedback</li> </ul>
<b>Action Oriented</b>	<p>Take on new opportunities and tough challenges with <b>purpose, urgency and discipline</b>, by</p> <ul style="list-style-type: none"> <li>• Readily <b>taking ownership</b> and action on challenges, without unnecessary planning, and being accountable for the results</li> <li>• Identifying and seizing new opportunities</li> <li>• Displaying a <b>can-do attitude</b> in good and bad times, and <b>celebrating success</b></li> <li>• Stepping up to manage tough situations and encouraging my colleagues to do the same</li> </ul>
<b>Decision Quality</b>	<p>Make good and timely decisions that keep the organisation moving forward, by</p> <ul style="list-style-type: none"> <li>• Making sound decisions, even in the absence of complete information</li> <li>• Relying on an appropriate mix of analysis, wisdom, experience and judgement to make valid and reliable decisions</li> <li>• Considering all relevant factors and using appropriate decision-making criteria and principles, <b>taking calculated risks</b> where required</li> <li>• Recognising when a quick 80% solution will suffice, and when it will not</li> <li>• Analysing information to make effective decisions in order to improve performance</li> </ul>
<b>Organisational commitment and public service</b>	<p>Role models the standards of Integrity and Conduct for the State Services Contributes to the development of, and helps promote and builds commitment to MBIE's vision, mission, values and services, by</p> <ul style="list-style-type: none"> <li>• Willingly undertaking any duty required within the context of the position</li> <li>• Managing own personal health and safety, and takes appropriate action to deal with workplace hazards, accidents and incidents</li> <li>• Understanding Equal Employment Opportunities (EEO) principles and the application of these to MBIE</li> <li>• Complying with all legislative requirements and good employer obligations</li> </ul>

#### Personal specifications

##### *Experience and skills*

- An autonomous self-starter that is proactive, motivated
- Uses own initiative to achieve results for MBIE's client, as well as the team
- Proven experience producing work that is to brand, accurate with a high attention to detail and accuracy
- Ability to produce high quality typographic or graphic content and page layout for publications
- Ability to take guidance from other designers to create on brand content
- Expert user of the Adobe Creative Suite programmes from concept through to artwork stage
- Must have the legal right to live and work in New Zealand

##### *Education and qualifications*

- A relevant design qualification advantageous