

# Employment Information Package

## Graphic Designer

**Position number:** POS1912

**Enquiries:**

**Name:** Fleur Marshall

**Position:** Senior Leader Stakeholder Experience

**Phone:** 03 6323 3258

**Email:** fleur.marshall@launceston.tas.gov.au

**Application closing date:** 3.00PM SUNDAY 8 FEBRUARY 2026

📍 Town Hall  
18-28 St John Street  
Launceston TAS 7250

✉ PO Box 396  
Launceston  
TAS 7250

☎ 03 6323 3000  
@ contactus@launceston.tas.gov.au  
🌐 launceston.tas.gov.au

 **City of  
LAUNCESTON**



# Contents

About the City of Launceston	3
City of Launceston Organisational Structure	4
Organisational Values	5
Information for Applicants	6
Recruitment Steps	7
General Conditions of Employment	8
Position Description	9

## Address applications to:

Senior Leader People and Culture

City of Launceston

PO Box 396

LAUNCESTON TAS 7250

**Email address:** [contactus@launceston.tas.gov.au](mailto:contactus@launceston.tas.gov.au)

When emailing your application, attachments should be sent in either Word (.doc/.docx), PDF (.pdf), TIFF (.tiff), JPEG (.jpg) or Excel (.xls/xlsx) formats.





# About the City of Launceston

Launceston is the regional hub of Northern Tasmania and enjoys a rich natural and social history. Located at the head of the picturesque Tamar Valley, the Launceston region is renowned for its award-winning wines, gourmet dining experiences, magnificent natural features and friendly residents.

**Our city is human scale. A series of green and wild spaces linked by heritage streetscapes and thoughtful adaptations. A real blend of old-world and new, tradition and innovation.**

The City of Launceston municipal area covers an area of 1,405 square kilometres with a population of around 71,000 residents.

The City of Launceston is Tasmania's largest municipal council in terms of population and revenue. Launceston boasts all the major facilities of a much larger city, many of which are owned and operated by the City of Launceston.

The City of Launceston is served by 12 Councillors, including the Mayor and Deputy Mayor.

Click [here](#) to view City of Launceston's strategic and annual reporting.

## **The City of Launceston is recognised as an Employer of Choice by the Tasmanian Government.**

**An Employer of Choice is a workplace that demonstrates contemporary workplace practices and provides outstanding support for its staff.**

### **Employee benefits offered by the City of Launceston include:**

- Our employees have access to discounted health insurance options through St Luke's Health and BUPA.
- Employees have access to a free EAP service, which provides support and counselling for personal and work related issues, coaching and advice for leaders and counselling assistance for immediate family members.
- We are committed to providing a working environment that is sufficiently flexible to meet the operational requirement and workload demands of the City of Launceston while accommodating, where possible, the needs of our employees.
- Discounted membership at Launceston Leisure & Aquatic Centre.
- Discounts at the QVMAG Gift Shop.
- Additional leave: employees may request to purchase an additional two or four week's additional leave per year to help manage family/carer responsibilities or other special circumstances

# Organisational Structure





# Organisational values

**At the heart of our organisation are our four organisational values. Our employees are expected to adhere to, support and promote our values at all times.**

Our aim is to attract and retain people who share our values and want to be a part of our positive workplace culture. Before submitting your application, please review our values and decide if they are a good fit for you.



## OUR PEOPLE MATTER

- We value clear and open communication
- We support and encourage each other
- We respect diversity
- We recognise individual needs, experience and strengths



## WE CARE ABOUT OUR COMMUNITY

- We take pride in our work and pursue a standard of excellence
- We genuinely listen, and value collaborative relationships
- We strive towards the best outcome for our community
- We make responsible and sustainable decisions



## WE BRING AN OPEN MIND

- We actively seek opportunities to continuously improve
- We respect and explore different ideas and perspectives
- We embrace change that leads to positive outcomes
- We value innovation and creativity



## WE GO HOME SAFE AND WELL

- We show care for people and look out for one another
- We speak up and support others to be healthy and safe
- We take personal responsibility for our own health and wellbeing
- We value work-life fit

# Information for applicants

**At the City of Launceston, diversity isn't just something we celebrate — it's key to our success.**

The most welcoming and innovative workplaces thrive because of diverse perspectives, backgrounds and experiences. That's why we welcome people of all identities, abilities, and cultures to be part of our team.

Even if you don't think you tick every box, we encourage you to have a go at telling us about yourself by addressing the selection criteria and apply. We're committed to creating an inclusive, flexible and supportive environment where everyone has the opportunity to succeed and contribute to something bigger — our community.

Join us and help shape a city that reflects the diversity, energy and potential of the people we serve.

**City of Launceston adheres to the principles of a child safe organisation and is committed to the care and protection of all children and young people.**

Please read this information carefully, as it will help you with the preparation of your employment application.

**When applying for this position, you must provide the following documentation:**

1. Covering letter
2. Statement addressing the selection criteria (highlighted criteria only)
3. Resume

**The online Application for Employment can be [accessed here](#)** (you will be asked to attach your supporting documentation)

1. Your covering letter should introduce you and explain why you are applying for the role.
2. All recruitment and selection decisions are based on merit. The most suitable person in terms of skills, knowledge, qualifications, relevant experience, alignment with organisational values and work attitudes is selected for the position. Selection is based on the assessment of each application in relation to the selection criteria identified in the position description. The position description is included later in this information kit.

The selection criteria consists of the qualifications, knowledge, skills, attitudes and abilities required to successfully perform the role. You must provide a statement that addresses each highlighted selection criterion for the role. Your statement should include examples that demonstrate how you meet each criterion.

Please see information here on how to address the [Selection Criteria](#).

3. Your resume should provide details of your qualifications, work history, special skills, training and competency details and referees, plus any other information that may support your application. Be clear and informative. Include the names, position titles, addresses and telephone numbers of at least two work referees.

**If we can assist you with any reasonable adjustments in order to submit your application for this role, please contact the People and Culture Team via email at [contactus@launceston.tas.gov.au](mailto:contactus@launceston.tas.gov.au), noting your preferred method of communication and contact details and a member of the team will be in touch.**

# Recruitment steps

## 1. Application received

## 2. Shortlisting

- Shortlisted applicants will be contacted by telephone or email to arrange an interview.
- Unsuccessful candidates will be advised by email.

## 3. Interview

## 4. Pre-Employment Checks:

- Reference Check
- Police Check
- Medical Assessment
- Drug and Alcohol screening

*All costs covered by City of Launceston*

## 5. Suitability determination and preferred candidate identified

## 6. Letter of Offer



# General conditions of employment

<b>Position title</b>	Graphic Designer
<b>Employment terms</b>	Permanent full time
<b>Working pattern</b>	19 day month
<b>Total remuneration</b>	<p>\$87,671 - \$96,607 per annum*</p> <p><i>*Total remuneration includes superannuation, as detailed below</i></p> <p><b>Base salary</b> \$76,071 - \$83,824</p>
<b>Superannuation</b>	Employer contribution of 15.25%

- **Annual leave:** employees are entitled to 4 weeks (pro-rata for part-time employees) annual leave per year, plus leave loading.
- **Personal leave (for sick and carer's leave):** employees are entitled to two weeks (pro-rata for part-time employees) personal leave per year, if they are unable to attend work due to personal illness/injury or to provide care for a spouse/partner or immediate family member.
- **Paid parental leave:** employees are entitled to fourteen weeks paid (or twenty eight weeks at half-pay) parental/adoption leave for the primary carer; two weeks paid leave for the secondary carer.
- **Long Service Leave:** Long service leave applies after 7 years continuous service.

The City of Launceston Enterprise Agreement 2021 is available [here](#)

The City of Launceston Leisure and Aquatic Centre Enterprise Agreement 2022 is available [here](#)



# Position Description

PF NUMBER:		POS NUMBER:	POS1912
POSITION TITLE:	Graphic Designer		
AWARD CLASSIFICATION:	Grade 4		
EMPLOYEE:			
TEAM:	Stakeholder Experience Marketing and Communications		
REPORTS TO:	Team Leader Marketing and Communications		
PREPARED BY:	Ali Kemp		
DATE:	October 2025		

APPROVED BY:	
NAME:	Ali Kemp
POSITION:	Executive Leader Connections and Liveability
SIGNATURE:	

POSITION PURPOSE (Why does this position exist)
<p>The Graphic Designer provides high-quality creative design services that support the City of Launceston’s marketing, communications, brand and engagement objectives.</p> <p>This role delivers professional, accessible, and innovative design solutions across digital and print media, helping to tell the City’s story and strengthen engagement with the community, employees, and stakeholders.</p> <p>The Graphic Designer works collaboratively with the Marketing and Communications team to ensure all materials consistently align with Council’s brand and visual identities, accessibility standards, and strategic direction.</p>

City of Launceston is a values-based organisation, which means that we employ people who share and display Our Values

# OUR VALUES



**Our people matter**

- we value clear and open communication
- we support and encourage each other
- we respect diversity
- we recognise individual needs, experience and strengths



**We care about our community**

- we take pride in our work and pursue a standard of excellence
- we genuinely listen, and value collaborative relationships
- we strive towards the best outcome for our community
- we make responsible and sustainable decisions



**We bring an open mind**

- we actively seek opportunities to continuously improve
- we respect and explore different ideas and perspectives
- we embrace change that leads to positive outcomes
- we value innovation and creativity



**We go home safe and well**

- we show care for people and look out for one another
- we speak up and support others to be healthy and safe
- we take personal responsibility for our own health and wellbeing
- we value work-life fit



Accountabilities	Activities/Tasks include:	Success looks like ...
<b>General</b>		
City of Launceston's Values	Behave in a way that supports the City of Launceston's values. <ul style="list-style-type: none"> <li>• Our people matter</li> <li>• We care about our community</li> <li>• We bring an open mind</li> <li>• We go home safe and well</li> </ul>	Demonstrates, through behaviour, an alignment to and an understanding of Our Values.
Technology	Use technology and information to maximise efficiency and effectiveness.	New and existing technologies are utilised effectively.
Collaborate	Work collaboratively within your team and across other teams.  Support delivery of the Team's strategic and annual plan actions.  Work with other teams as relevant to technical role accountabilities.	Actively participating in team meetings/tool box meetings, by offering ideas and suggestions and providing feedback  Collaborative opportunities are sought across teams
Innovation	Encourage and be proactive in developing a culture of introducing new and improved work practices and projects within your team and other teams.	Improved work practices and projects.
<b>Technical</b>		
Brand and Visual Identity	Apply and maintain the City of Launceston's brand and style guidelines.  Ensure visual consistency across campaigns, digital channels, and print outputs.  Provide advice to internal teams on correct brand application.	Brand integrity and consistency are maintained.  All materials reflect a clear, contemporary, and professional identity.
Graphic and Digital Design	Design and produce high-quality visual materials including publications, advertisements, social media graphics, infographics, presentations, event collateral, and signage.  Develop templates and visual assets that enhance communication effectiveness.  Maintain Council's image and template libraries.	Materials are creative, accessible, and delivered on time.  Designs strengthen audience engagement and campaign impact.
Digital and Multimedia Content	Create assets for digital channels including websites, social media, video, and digital displays.	Digital design enhances storytelling, aligns with

Accountabilities	Activities/Tasks include:	Success looks like ...
	Support the production of animations, motion graphics, and short-form video content.	accessibility standards, and engages audiences effectively.
Collaboration and Project Delivery	<p>Work collaboratively with marketing, communications, and engagement staff to develop design briefs, manage workflow, and deliver coordinated campaigns.</p> <p>Liaise with suppliers, printers, and contractors to ensure production quality and timelines are met.</p>	Projects are delivered efficiently and to a high standard. Internal clients and external partners express satisfaction with outcomes.
Innovation and Continuous Improvement	<p>Keep up-to-date with design trends, technologies, and accessibility standards.</p> <p>Contribute ideas to enhance Council's visual communication, design efficiency, and sustainability.</p>	<p>Design approaches and systems continuously improve.</p> <p>Contemporary methods and technologies are applied effectively.</p>
Compliance and Accessibility	<p>Ensure all design outputs comply with accessibility (WCAG) and copyright requirements.</p> <p>Manage image licensing, use of creative assets, and adherence to Council's information management standards.</p>	<p>Designs meet compliance and inclusion standards.</p> <p>Intellectual property and accessibility obligations are consistently upheld.</p>
Work Safely with a Duty of Care for fellow employees and ensure procedural compliance	<p>Perform all work in a safe manner in accordance with the City of Launceston's WHS Policy and Procedures</p> <p>While at work, a worker must –</p> <p>(a) take reasonable care for his or her own health and safety; and</p> <p>(b) take reasonable care that his or her acts or omissions do not adversely affect the health and safety of other persons; and</p> <p>(c) comply, so far as the worker is reasonably able, with any reasonable instruction that is given by the person conducting the business or undertaking to allow the person to comply with this Act; and</p> <p>(d) cooperate with any reasonable policy or procedure of the person conducting the business or undertaking relating to health or safety at the workplace that has been notified to workers.</p> <p>(Section 28 Work Health &amp; Safety Act 2012)</p>	
<b>Note:</b> Whilst the key functions and responsibilities for the role are set out above, the Council may direct an employee to carry out such duties or tasks that are within the limits of the employee's skill, competence and training.		

#### WORKING WITH VULNERABLE PEOPLE CHECK

	Yes/No
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Working with Vulnerable People Check required?	No
If yes, include in Selection Criteria table below	

SELECTION CRITERIA	
POSITION REQUIREMENTS/COMPETENCIES	
<b>Organisational</b>	
<ul style="list-style-type: none"> <li>Community Focussed: considers community/customers in decision making</li> <li>Communicate and Engage: demonstrates self-awareness &amp; encourages open discussions &amp; contributions from others</li> <li>Create and Innovate: displays initiative &amp; considers different ideas and perspectives</li> <li>Safety Focussed: takes responsibility for own and team's health, well-being and self-care</li> </ul>	
<b>Position Specific</b>	
<ul style="list-style-type: none"> <li>Creative and Technical Design: demonstrates high proficiency in visual communication, applying design principles that balance creativity and clarity.</li> <li>Brand Management: applies and protects the City's brand identity across all media, ensuring consistency and professional standards.</li> <li>Digital Literacy: Uses industry-standard tools and adapts designs for digital, social, and print environments.</li> <li>Collaboration and Communication: works constructively within multidisciplinary teams and communicates effectively with clients and suppliers.</li> </ul>	
QUALIFICATIONS AND EXPERIENCE	
<ul style="list-style-type: none"> <li>Qualification in Graphic Design or equivalent relevant qualification.</li> <li>Proven experience in delivering high-quality graphic design and effective visual communication solutions.</li> <li>Strong working knowledge of Adobe Creative Suite.</li> <li>Understanding of accessibility and inclusion standards.</li> <li>Experience in managing design production processes, including workflow and liaison with external agencies and suppliers.</li> </ul>	

REPORTING STRUCTURE	
Leader	Team Leader Marketing and Communications
Direct Reports	Nil

KEY RELATIONSHIPS (External and Internal Customers, Supplier, Colleagues, etc)	
Internal	Nature of Relationships
Team Leader Marketing and Communications	Reports to and receives direction on priorities
Marketing and Communications Team	Collaborates

Community Engagement Team	Support
Web and Digital Futures Team	Support
<b>External</b>	<b>Nature of Relationships</b>
Printers, Creative and Production Agencies	Liaise
Photographers and Videographers	Collaborate
Community and Business Partners	Input

<b>DELEGATIONS &amp; AUTHORISATIONS</b> <b>(Local Government Act, By-Laws etc)</b>	
Purchasing Approvals	Limit \$

## Confidentiality

Employees are

- a) Able to access; or
- b) May be exposed in the course of performing their duties to information that may be related to individuals, organisations or the general dealings of the City of Launceston. Some of this information will be of a sensitive nature – either within or external to the organisation.

By accepting this position the employee undertakes:

- a) To keep all information that they are exposed to confidential during and after their period of employment with City of Launceston. Information should never be disclosed outside of the organisation and only be disclosed to other employees if there is a need within the context of the task being performed.
- b) To not access any information within the organisation's systems that is not directly relevant to their work.
- c) To abide by the requirements of the Confidentiality and Privacy clause of the relevant Enterprise Agreement.

<b>OTHER RELEVANT INFORMATION</b>
<p>Expectations of a City of Launceston employee:</p> <ul style="list-style-type: none"> <li>• Have strategies in place to enhance their own health and well-being, manage stress and maintain professionalism;</li> <li>• Seeks feedback broadly and asks others for help with own development areas; and</li> <li>• Translates feedback into an opportunity to develop.</li> </ul>



