

Title	Design Officer		
Group	Governance, Awareness & Policy	Reports to	Manager Communications & Outreach
Date Prepared	29 March 2021		

EWON is the industry based Ombudsman scheme which provides all NSW energy and some water customers with independent, free, informal dispute resolution services. We work towards achieving fair and reasonable complaint outcomes for all parties, provide leading customer service and influence energy and water public policy. We are not a consumer advocate, nor do we represent industry.

Our Purpose

1. Provide high quality, independent advice, information and dispute resolution to NSW energy and water consumers.
2. Use our unique complaints data to enable energy and water providers to improve their customer service, systemically reduce the drivers of complaints and to inform the development of regulations, codes and policy.
3. Engage effectively with NSW consumers, promote our service and the complaints processes of energy and water providers through our community outreach and stakeholder engagement program.

Role purpose

The Communications & Outreach team in the Governance, Awareness & Policy group is responsible for promoting and raising awareness of EWON and utility issues affecting NSW consumers. The team manages EWON's media interactions, online presence and intranet, publications and other resources and corporate style. It also contributes to information systems development.

The Design Officer is responsible for EWON's visual identity and contributing to its overall communications function. Specific tasks include:

- designing EWON's Annual Report for print and online, including presenting complex data in a simple and visually engaging manner through the use of graphs and infographics
- designing electronic newsletters, printed brochures, factsheets and a range of other collateral and information materials
- developing highly engaging presentations
- updating online applications including EWON's public website and intranet
- creation of visual assets for all online platforms (images, infographics, and video)
- creating content for internal and external use including:
 - Creating animated explainer videos
 - Photography and videography of events
 - Audio recording and editing

Key Accountabilities

1. Publication development and data presentation	<p>Works with the Communications Officer to develop EWON's Annual Report and newsletters including:</p> <ul style="list-style-type: none"> • developing concepts for EWON's Annual Report • designing EWON's newsletter and other reports • designing and laying out publications for print and online • developing engaging graphs and infographics • Creating a style guide for development of on-brand Power BI data visualisation and liaising with external provider to ensure assets are delivered to specifications
2. Promotions and awareness	<ul style="list-style-type: none"> • Develops brochures, factsheets and other collateral and information materials ensuring material is visually appealing and appropriate for the intended audience • Contribute to communications strategies to boost EWON's public awareness • Maintain promotional collateral and stock inventory and offer support to Outreach in managing stock levels, stocktake and reordering
3. Organisational support/ internal communications	<p>Provides design and communications support across EWON including:</p> <ul style="list-style-type: none"> • developing engaging presentations • developing fliers and other materials • Management and maintenance of Microsoft templates including Word and PowerPoint to ensure consistent use organisation wide and adherence to the EWON style guide and best practice • ensuring EWON's branding is consistently applied
4. Online and social media	<p>Works with the Online Communications Officer, to enhance EWON's online and social media presence by:</p> <ul style="list-style-type: none"> • developing visual assets to accompany social media posts (images, info graphics and video) • assisting with drafting social media posts and monitoring interactions • assisting with maintenance of online platforms on a day-to-day basis, ensuring content is up to date and accurate, is regularly refreshed and conforms to best practice
5. Health and Safety	<p>Demonstrates an active commitment to Health & Safety and compliance with legislation:</p>

	<ul style="list-style-type: none"> • takes reasonable care for their own health and safety • takes reasonable care for the health and safety of others • attends Health and Safety training as required by EWON • complies with any reasonable instructions, policies and procedures given by EWON 		
6. Team Contribution	Displays EWON Values and Behaviours		
	Independence Integrity	One Team Service Excellence	Respect Social Justice
	Planning and Reporting <ul style="list-style-type: none"> • Actively contributes to the development and delivery of the team's annual operational plan • Contributes to the team's monthly dashboard and reports • Ensures delivery of KPI targets and achievement plan commitments 		
	Teamwork <ul style="list-style-type: none"> • Actively contributes to effective teamwork within own team and across EWON • Displays the EWON values and supporting behaviours • Ensures service excellence processes with a focus on continuous improvement 		
	Organisation Relationships <ul style="list-style-type: none"> • Fosters good communication and cooperative relationships within EWON 		
Additional Duties	Undertake other tasks as reasonably required and/or requested		

Key Behavioural Capabilities

Resilience	Managing Work
Collaborating	Decision Making
Emotional Intelligence Essentials	Earning Trust
Service Excellence	Communication
Adaptability	Work Standards

Key Relationships

Internal	<ul style="list-style-type: none"> • Ombudsman and General Managers • Manager Communications and Outreach • Online Communications Officer • Communications Officer • Community Engagement Officers • Other staff
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External	Printers, other suppliers, community organisations, government agencies
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Selection requirements

Knowledge, skills, and experience		
Essential	Graphic design/data visualisation	<ul style="list-style-type: none"> Recognised qualification in Graphic Design or Graphic Arts A minimum of 5 years' experience working in Graphic Design Demonstrated understanding of graphic design principles, creativity, and innovation skills Knowledge of design, typography, printing processes and techniques, and ability to prepare digital artwork files for print High level proficiency with Adobe Creative Suite applications Ability to translate complex data and statistical information into easy to understand graphic and audio-visual formats
	Technical knowledge	<ul style="list-style-type: none"> Highly proficient in Adobe Premier Pro, Adobe After Effects, Adobe Animate, Photoshop, InDesign & Illustrator Advanced Microsoft Suite application skills specifically around templates and implementing organisation wide styles Experience using social media platforms, monitoring tools and website Content Management Systems Familiarity with and aptitude for other technical applications, including databases and Electronic Distribution Mail systems
	Promotions and awareness	<ul style="list-style-type: none"> Track record of applying branding/style guidelines to create an engaging and consistent corporate identity Ability to develop suitable graphic design solutions for print and digital publications, including annual reports, brochures, membership publications and reports, awareness, and promotional material Experience developing engaging presentations in PowerPoint
Desirable	Teamwork/customer service	<ul style="list-style-type: none"> Ability to work collaboratively with members of the team to ensure quality outcomes and supports other teams with communications-related tasks
	Personal attributes	<ul style="list-style-type: none"> Highly organised and displays attention to detail Innovative thinker who uses initiative and problem solves Friendly and helpful and interacts confidently with other staff, including high level managers Is positive and flexible with high energy levels
	Video production	<ul style="list-style-type: none"> Experience producing video material using Adobe Premier Pro and Adobe Animate

About our workplace

EWON is strongly committed to maintaining a constructive workplace where people are openly encouraged to express their views and feel safe to speak up if they experience or witness discrimination, bullying or harassment at work.

EWON staff are bound by confidentiality requirements and must sign a confidentiality agreement on commencement of employment and are to advise of any conflicts of interest in carrying out the role.

EWON is an equal opportunity employer and promotes a safe and healthy, harassment free workplace.