

Position application pack

Position title: Senior Graphic Designer

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If you are deaf, hearing or speech impaired,
you can contact us through the National Relay Service,
TTY call 133 677, Speak and Listen 1300 555 727.



Position description: Senior Graphic Designer

Who we are

The National Museum of Australia is recognised at home and around the world as the place where the story of Australia comes alive. The Museum is the only institution equipped to tell the complex and comprehensive story of Australia from 65,000 years ago to the present day. The story of Australia is a remarkable one, from the ancient and enduring histories of the world's oldest living cultures to the achievements of modern Australia. It is a story that is ever evolving and growing – and it is a story for a nation and for the world.

A snapshot of the Museum



\$70m
annual operating
budget



275
employees



250k+
items in the
collection



650k+
visitors onsite
each year



4m+
national and global
visitors to our touring
exhibitions to date



5m+
visitors online
each year



7m+
visitor engagements
each year

Our vision and mission

- The Museum inspires, challenges and empowers people to find their voice and place in the world.
- We strive to build a just and equitable society that honours and respects the First Nations peoples of this continent and all who have come after.
- We collect, document, research and make accessible heritage collections that represent the diversity of experience in Australia.
- We engage with audiences physically and digitally to promote learning, dialogue and debate about our past, present and future.
- We promote collaborative work across the breadth of artistic and creative practice to enhance the cultural life of our nation.
- We value and respect the commitment and contribution of all who participate in and contribute to the Museum's community.
- The National Museum of Australia brings to life the rich and diverse stories of Australia through compelling objects, ideas and events.

For more information, visit the [website](#).

Our employee commitment

We are dedicated to cultivating a workplace environment where every individual feels valued, connected and empowered to contribute to our collective purpose. Our commitment is to foster a workplace culture that embodies diversity, equity and inclusion. This commitment extends to implementing equitable recruitment practices and making reasonable adjustments to accommodate diverse needs. By embracing the unique perspectives and experiences of every individual, we enrich our organisation and better serve our audiences and communities.

The Museum offers employees a rewarding and purpose-driven experience. We provide meaningful work, diverse learning opportunities, an inclusive community, flexible arrangements and competitive conditions to support our employees in thriving personally and professionally while making a positive impact on Australia's future.

Position:	Senior Graphic Designer
APS classification:	APS Level 6
Employment type:	Full-time, Ongoing
Division:	Growth and Engagement
Business unit:	Creative Content
Reports to:	Manager, Marketing
Direct reports:	Nil
Location:	Acton, ACT
Security clearance:	National police history check (NPHC)

Division purpose

The Growth and Engagement Division is pivotal in advancing the Museum's growth and commercial strategies, driving innovation in audience engagement through digital channels, retail, tourism, partnerships, and philanthropy. This division is instrumental in ensuring the Museum's financial sustainability and supporting its future development.

By expanding the Museum's reach both domestically and internationally, the division aligns with the Museum's mission to connect diverse audiences and promote cross-cultural dialogue. Its efforts are central to enhancing the Museum's visibility, fostering meaningful connections, and securing its long-term success.

Role purpose

The Senior Graphic Designer plays a key role in shaping the visual identity of the National Museum of Australia. This position contributes to the design and development of creative, high-quality visual marketing communications across a range of formats, promoting key Museum activities including exhibitions, programs, and events. The role works closely with teams across the organisation to bring stories to life in ways that are accessible, engaging and aligned with the National Museum's brand and strategic objectives.

As a senior member of the design team, the role also provides input into creative direction, and quality assurance, ensuring consistency and excellence in visual story telling. The Senior Graphic Designer contributes to project planning, manages competing priorities across multiple deadlines and uses their strong conceptual and technical design skills to enhance audience engagement onsite and online.

Key accountabilities

- Design and produce a wide range of creative assets across a range of platforms including digital advertising, promotional material, newsprint advertisements, and large format signage.
- Develop and create integrated design solutions in response to briefs for creative campaigns ensuring visual consistency and alignment with strategic objectives.
- Liaise with external suppliers and printers, managing end-to-end production including concept development, preparing specifications, proofing and delivery.
- Undertake administrative production tasks including recordkeeping and maintaining digital archives of design work.
- Application of corporate branding and visual identity, adhering to style guidelines and accessibility standards.
- Contribute proactively to creative discussions and project planning, bringing initiative and innovation to the development of communication materials that resonate with target audiences.
- Maintain up-to-date knowledge of design industry standards, tools, and trends, to continuously enhance the quality, creativity, and effectiveness of visual communication materials.

Skills, experience and qualifications

Essential:

- Tertiary qualification in graphic design with extensive experience in delivering high-quality graphic design across a range of mediums including print, digital and large format production with a strong portfolio showcasing creative and strategic design solutions.
- Strong proficiency in Adobe Creative Suite using the Macintosh platform, and other design tools with sound understanding of accessibility and digital design standards.
- Strong collaboration and communication skills with experience working with a diverse range of stakeholders to deliver design outcomes.
- An understanding of and commitment to the role of cultural institutions with the ability to design a way that is culturally sensitive, inclusive and aligned with the Museum's values.
- Excellent project and time management skills with the ability to manage multiple priorities, work under pressure and meet tight deadlines.

Desirable:

- Experience working with CSS, HTML and rich media.

Mandatory core capabilities

Positions at the Museum are assessed in accordance with the Australian Public Service Commission Role Evaluation Framework. The occupant of this position is expected to demonstrate the capabilities, skills and knowledge, and adhere to all relevant aspects and standards described by the:

- [Work Level Standards](#)
- [Integrated Leadership System Capabilities](#)
- [APS Values and Code of Conduct](#)
- [APS Legislative Framework](#)

The Museum also expects all employees to display professional capabilities, as relevant to their position and classification, in accordance with our Workplace values:

Leadership

Demonstrate leadership in how programs are delivered, striving to create a new benchmark in excellence.

Collaboration and connection

Work together to create a culture where collaboration across business units is seamless to delivering the shared vision.

Courage and innovation

Be bold and decisive, embrace challenges and opportunities, and actively seek ways to continually improve and streamline our services for the benefit of the whole Museum.

Agility and resilience

Embrace and respond to change as a normal part of our working environment.

Respect and integrity

Display respect and integrity when working together, embracing the APS values of being committed to service, accountable, respectful, ethical and impartial.

Eligibility

To be eligible to apply for this vacancy, applicants must:

- be an Australian citizen
- undergo pre-employment checks, including a police record check
- hold or be eligible to hold a security clearance at the level specified in the position description.

The National Museum of Australia is an equal employment opportunity workplace. Aboriginal and Torres Strait Islander people and those from culturally diverse backgrounds are encouraged to apply for roles at the Museum.

RecruitAbility applies to this vacancy. Under RecruitAbility you will be invited to participate in further assessment activity for the vacancy if you choose to apply under RecruitAbility; declare you have a disability; and meet the minimum requirements for the position.

The Museum is committed to ensuring a child-safe and child-friendly environment. All employees are expected to demonstrate a commitment to, and support for, these principles, in theory and practice.

To apply

Applicants must include a digital portfolio and an 800-word pitch addressing their suitability for the role against the essential and desirable skills, experience and qualifications. Applicants must also provide a resume and contact details for 2 referees.

Applications close at 11.59pm Sunday, 18 May 2025.

Visit <https://www.nma.gov.au/about/employment> and apply online.

Reasonable adjustments are available throughout the recruitment process. If you require, or would like to discuss reasonable adjustments, please contact the Contact Officer for this position.