



Position Description

Position	Design and Marketing Officer – Job Share
Division	Marketing and Visitor Experience
Location/s	Mosman based with location work at other Harbour Trust sites
Reports to	Marketing and Communications Manager
Direct Reports	Nil
Enterprise Agreement Classification	Level 5
Our Organisation	The Sydney Harbour Federation Trust (Harbour Trust) manages extraordinary places on the world's best harbour and provides the public with access to precious bushland, parks and open spaces. Located in First Nations countries, our visitor destinations are known for their natural beauty. They also feature heritage-listed structures and other remnants from Australia's colonial, maritime and military history. For these reasons, they have significance on a national and international scale. Our vision includes making our destinations accessible to diverse audiences, amplifying their heritage and environmental values through storytelling and – through their conservation, remediation and adaptive reuse – fostering a sense of place and belonging. Our volunteer program is integral to achieving our vision. Volunteer involvement is underpinned by strong staff ownership across the organisation for engaging and managing our volunteers.
Code of Conduct & Values	All employees and volunteers at the Harbour Trust abide by the Harbour Trust's key values and Code of Conduct, behaving honestly and with integrity and acting with care and diligence. Employees are required to maintain confidentiality of all Harbour Trust information, upholding the Harbour Trust's values, integrity and its good reputation.



Harbour Trust Behaviours	Delivering on these behavioural expectations is the responsibility of all staff and forms part of our integrated performance framework: - We are ambassadors - We share information - Us not they - Collaboration is key - Caring for country mindset - We are all storytellers - Being constructive - Innovation mindset
Delegations	To fulfill your role and responsibilities, you are delegated powers outlined within the Harbour Trust Register of Delegations. Delegated powers are to be exercised responsibly in a proper, ethical, diligent, professional and efficient manner, including always acting in good faith and in the best interests of the Harbour Trust.
Health & Safety	The Harbour Trust integrates safety into all aspects of the business to promote a positive safety culture and takes proactive steps to mitigate the risk of harm to employees and others in the workplace.
Our Commitment	The Harbour Trust is an equal employment opportunity employer, committed to ensuring all employees and volunteers are free from discrimination and harassment; where everyone is treated with dignity, courtesy and respect.

ROLE OVERVIEW:

As a modest-sized organisation of approximately 80 staff, the Harbour Trust has a small but passionate Marketing and Communications team. As part of the team, the Design and Marketing Officer provides graphic design and marketing support to the Harbour Trust ensuring all outputs are aligned to Harbour Trust brand and site-specific guidelines, while enhancing visitor experience through current and new initiatives.

This is a 12-month part-time job share position, working three days per week (Wednesday to Friday), commencing on 26 October 2026.

ROLE ACCOUNTABILITIES:

- Develop creative concepts and design assets that align with the organisation's brand guidelines and consistency across Harbour Trust marketing and communication channels, supporting the growth of the organisation's brand awareness and reputation.



- Design visually engaging print and digital marketing material for the Harbour Trust, including but not limited to brochures, annual reports, publications, web graphics, advertising, corporate templates and other ad hoc projects.
- Manage multiple design projects simultaneously, from original concept to final delivery, involving multiple internal stakeholders across the organisation with tight and conflicting deadlines.
- Design and execution of signage projects, including but not limited to events, site identification, wayfinding, interpretation and regulations, to enhance the overall visitor experience.
- Liaise with and manage external suppliers, including but not limited to external design agencies, freelance designers, printers and signage fabricators, as required, including providing branding guidelines, developing briefs, setting timelines and checking proofs.
- Act as brand custodian for the organisation and ensure external facing materials produced by staff are brand compliant and corporate templates are used correctly.
- Maintain inventory of signage across all Harbour Trust sites and update/replace as required.
- Maintain organised files and accessible design assets in the Media Assets and Brand Library, ensuring assets are available for use.
- Stay up-to-date with industry trends, sustainable signage solutions, best practices, tools and techniques to ensure our designs remain innovative and impactful.
- Jointly manage the Design Inbox with the job-share designer and provide coverage for design enquiries and urgent requests when the other designer is unavailable.

While we have made every effort to include all core responsibilities in this position description, it is not an exhaustive list of accountabilities. Tasks and priorities may change based on business needs.

SELECTION CRITERIA

Essential (Qualifications, attributes, skills and knowledge)

- Minimum 4 years' professional experience as a Graphic Designer or in a similar role.
- Strong knowledge of design fundamentals, including typography layout and design as well as application over various mediums and formats including brand, design, print, digital and online.
- Experience with wayfinding and interpretive signage design
- An understanding of marketing principles and brand positioning.
- An understanding of accessibility and inclusive design
- Ability to work both autonomously and within a complex team structure, and advise on best practice where needed.
- Excellent level of attention to detail with a proactive approach to resolving practical problems.
- The ability to develop knowledge of legislation and regulations that govern the Harbour Trust.



Desirable

- Current drivers licence
- Experience in designing digital campaigns (websites, animation/motion graphics, paid social media graphics and banners, HTML5 and dynamic banner ads)

QUALIFICATIONS:

- Relevant university level qualifications in visual communication or communication design with proficient knowledge of Adobe Creative Suite (Photoshop, InDesign and Illustrator) and working knowledge of Microsoft Office (Word, PowerPoint, Excel and Outlook).

ELIGIBILITY

- Satisfy a Police Check
- Hold Australian citizenship or residency or appropriate visa.



INTEGRATED LEADERSHIP SYSTEM

Supports strategic direction	Achieves results	Supports productive working relationships	Displays personal drive and integrity	Communicates with influence
Supports shared purpose and direction Understands and supports the organisation's vision, mission and business objectives. Communicates and follows direction provided by supervisor. Recognises how own work contributes to the achievement of organisational goals. Understands the reasons for decisions and recommendations. Thinks strategically Understands the work environment and contributes to the development of plans, strategies and team goals. Identifies issues and problems that may impact on own work objectives. Demonstrates an awareness of the implications of issues for own work. Harnesses information and opportunities Draws on information from multiple sources and uses agreed guidelines to analyse what information is important and how it should be used. Keeps self and others well informed on work progress. Shows judgement, intelligence and commonsense Undertakes analysis and draws accurate conclusions based on evidence. Thinks laterally and identifies and implements improved work practices.	Identifies and uses resources wisely Reviews task performance and communicates outcomes to supervisor. Makes effective use of individual and team capabilities. Is responsive to changes in requirements. Applies and builds professional expertise Contributes own expertise to achieve outcomes for the business unit. Responds positively to change Establishes task plans and simple project plans with measurable milestones to deliver objectives. Responds in a positive and flexible manner to change. Shares information with others and adapts to a changing environment. Takes responsibility for managing work projects to achieve results Sees tasks through to completion. Works within agreed priorities. Commits to achieving quality outcomes and adheres to documentation procedures. Seeks feedback from supervisor to gauge satisfaction and seeks guidance when required.	Nurtures internal and external relationships Builds and sustains positive relationship with team members and clients. Is responsive to changes in client needs and expectations. Listens to, understands and recognises the needs of others Actively listens to colleagues and clients. Shares information and ensures others are kept informed of issues. Works collaboratively and operates as an effective team member. Values individual differences and diversity Recognises the positive benefits that can be gained from diversity. Recognises the different working styles of individuals, and factors this into the management of tasks. Tries to see things from different perspectives. Treats people with respect and courtesy. Shares learning and supports others Identifies learning opportunities. Makes time for people and supports the contribution of others. Understands and acts on constructive feedback.	Demonstrates public service professionalism and probity Adopts a principled approach and adheres to the APS Values and Code of Conduct. Acts professionally at all times and operates within the boundaries of organisational processes and legal and public policy constraints. Operates as an effective representative of the work area in internal forums. Engages with risk and shows personal courage Provides accurate advice on issues. Acknowledges mistakes and learns from them, and seeks guidance and advice when required. Commits to action Takes personal responsibility for accurate completion of work and seeks guidance when required. Shows initiative and does what is required. Commits energy and drive to see that goals are achieved. Promotes and adopts a positive and balanced approach to work Focuses on achieving, objectives even in difficult circumstances. Remains positive and responds to pressure in a calm manner. Demonstrates self awareness and a commitment to personal development Seeks feedback from others. Communicates areas of strengths and works with supervisor to identify development needs. Reflects on own behaviour and recognises the impact on others. Seeks self-	Communicates clearly Confidently presents messages in a clear, concise manner. Focuses on key points and uses appropriate language. Structures written and oral communication to ensure clarity. Listens, understands and adapts to audience Seeks to understand the audience and tailors communication style and message accordingly. Listens carefully to others and checks to ensure their views have been understood. Checks own understanding of others' comments. Negotiates confidently Listens to, and considers different ideas and discusses issues credibly and thoughtfully. Identifies other people's expectations and concerns.