

## Position Description

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| <b>Title</b>                      | <b>Graphic Designer &amp; Multimedia Officer</b>                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Location</b>                   | Port Moresby, PNG                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Reports to</b>                 | Manager – Public Relations & Communication                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Department</b>                 | Public Relations & Communication                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Direct reports</b>             | Nil                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Purpose</b>                    | <p>The Graphic Designer &amp; Multimedia Officer is responsible for creating high-quality visual, graphic, photographic, video, and multimedia content that supports the organization's communications, marketing, branding, stakeholder engagement, and corporate image objectives.</p> <p>The role serves as custodian of visual identity and brand consistency across all communication channels.</p>         |
| <b>Key Relationships</b>          | <ul style="list-style-type: none"> <li>• Chamber Councillors</li> <li>• Chamber Members</li> <li>• Conference Committee</li> <li>• Other peak industry bodies</li> <li>• Key stakeholders</li> <li>• Public Relations &amp; Communications Division</li> <li>• Member Services Divisions</li> <li>• Research and Policy Division</li> <li>• Event service providers</li> <li>• Conference contractors</li> </ul> |
| <b>Core Competencies</b>          | <ul style="list-style-type: none"> <li>• Creative design</li> <li>• Visual storytelling</li> <li>• Attention to detail</li> <li>• Brand management</li> <li>• Project delivery</li> <li>• Innovation</li> <li>• Time management</li> </ul>                                                                                                                                                                       |
| <b>Budget</b>                     | PGK40,000 – K50,000.00                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Key Performance Indicators</b> | <ul style="list-style-type: none"> <li>• Brand compliance standards met.</li> <li>• Timely delivery of creative outputs.</li> <li>• Stakeholder satisfaction with creative services.</li> <li>• Quality and effectiveness of visual content.</li> <li>• Growth in engagement achieved through visual campaigns.</li> </ul>                                                                                       |

| Key result areas                            | Responsibilities                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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| <b>Graphics Design</b>                      | <ul style="list-style-type: none"> <li>• Design corporate publications and marketing materials.</li> <li>• Develop:               <ul style="list-style-type: none"> <li>○ Brochures</li> <li>○ Posters</li> <li>○ Flyers</li> <li>○ Reports</li> <li>○ Annual reports</li> <li>○ Presentations</li> <li>○ Advertising materials</li> <li>○ Merchandise branding</li> </ul> </li> <li>• Ensure visual consistency across all products</li> </ul> |
| <b>Brand Management Support</b>             | <ul style="list-style-type: none"> <li>• Apply organizational brand standards.</li> <li>• Monitor brand compliance.</li> <li>• Maintain brand templates and design assets.</li> <li>• Assist in brand refresh and brand enhancement projects</li> </ul>                                                                                                                                                                                          |
| <b>Photography</b>                          | <ul style="list-style-type: none"> <li>• Capture professional photographs for:               <ul style="list-style-type: none"> <li>○ Events</li> <li>○ Corporate activities</li> <li>○ Executives</li> <li>○ Community engagement initiatives</li> <li>○ Project documentation</li> </ul> </li> <li>• Edit and archive photographic assets.</li> </ul>                                                                                          |
| <b>Videography &amp; Content Production</b> | <ul style="list-style-type: none"> <li>• Produce and edit video content.</li> <li>• Create:               <ul style="list-style-type: none"> <li>○ Promotional videos</li> <li>○ Awareness videos</li> <li>○ Corporate videos</li> <li>○ Recruitment videos</li> <li>○ Event highlights</li> <li>○ Training materials</li> </ul> </li> <li>• Create motion graphics and animations.</li> </ul>                                                   |
| <b>Social Media Content Design</b>          | <ul style="list-style-type: none"> <li>• Develop creative assets for digital campaigns.</li> <li>• Design platform-specific content.</li> <li>• Produce short-form visual content optimized for engagement</li> </ul>                                                                                                                                                                                                                            |

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| <b>Event Support</b>                                                              | <ul style="list-style-type: none"> <li>• Design: <ul style="list-style-type: none"> <li>◦ Event branding</li> <li>◦ Signage</li> <li>◦ Backdrops</li> <li>◦ Exhibition displays</li> <li>◦ Promotional materials</li> </ul> </li> <li>• Provide multimedia support during events.</li> </ul>                                                                                                                                                                                                                                                        |
| <b>Asset Management</b>                                                           | <ul style="list-style-type: none"> <li>• Maintain a centralized digital asset library.</li> <li>• Store and catalogue: <ul style="list-style-type: none"> <li>◦ Logos</li> <li>◦ Images</li> <li>◦ Videos</li> <li>◦ Templates</li> </ul> </li> <li>• Design files</li> </ul>                                                                                                                                                                                                                                                                       |
| <b>Other</b>                                                                      | <p><b>Other Projects as Delegated by Management</b></p> <ul style="list-style-type: none"> <li>• Provide support to other divisions across the Chamber with event-related, administrative, or coordination tasks as required.</li> <li>• Assist with additional projects and responsibilities assigned by management.</li> <li>• Maintain organised documentation, templates, and processes to support overall operational efficiency.</li> <li>• Support exhibitor, sponsor, and contractor coordination for larger events when needed.</li> </ul> |
| <b>Qualifications</b>                                                             | Tertiary qualification required; a degree or diploma in Graphics Design, Multimedia Design, Visual Communication, Creative Arts, or a related field is preferred.                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Knowledge &amp; Experience</b><br><br><b>Essential</b><br><br><b>Desirable</b> | <ul style="list-style-type: none"> <li>• Minimum 3-5 years professional design experience.</li> <li>• Strong portfolio of design work.</li> <li>• Experience in photography and videography.</li> <li>• Corporate communications environment experience.</li> <li>• Event production experience</li> </ul>                                                                                                                                                                                                                                          |

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| <b>Technical Skills &amp; Tools</b> |                                                                                                                                               |
| <b>Design Software</b>              | <ul style="list-style-type: none"><li>• Adobe Photoshop</li><li>• Adobe Illustrator</li><li>• Adobe InDesign</li></ul>                        |
| <b>Video Tools</b>                  | <ul style="list-style-type: none"><li>• Adobe Premiere Pro</li><li>• Adobe After Effects</li><li>• DaVinci Resolve</li><li>• CapCut</li></ul> |
| <b>Photography Equipment</b>        | <ul style="list-style-type: none"><li>• DSLR Cameras</li><li>• Mirrorless Cameras</li><li>• Professional Lighting Equipment</li></ul>         |
| <b>Digital Platforms</b>            | <ul style="list-style-type: none"><li>• Canva Pro</li><li>• Adobe Creative Cloud</li><li>• IT Skills Digital Marketing</li></ul>              |
| <b>Content /Reporting</b>           | <ul style="list-style-type: none"><li>• Content Writing</li><li>• Journalism</li></ul>                                                        |