



# POSITION DESCRIPTION

**Position Title:** **Graphic Designer**

**Role Status:** Full Time / Non Exempt

**Location:** Nu'uuli, Am. Samoa

**Reports to:** Marketing and Communications Lead

**Business Unit:** Marketing

**Date:** March 2024

## Position Summary:

The Graphics Designer is responsible for planning, analyzing, and creating visual solutions to communicate messages across in print, electronic, and film media using a variety of methods. Produce visual solutions to the communication needs of the company, using a mix of creative skills and commercial awareness. Assist Marketing and relevant managers in brainstorming and mocking up design ideas; and adjusting these ideas to fit their needs. Assist in social media strategy and communication. Work with others, such as printers, programmers, or other technicians to complete the final product. Graphic designer will also provide support with company's social media presence and activities.

## Key Accountabilities and Results Areas

<ul style="list-style-type: none"><li>• Conceptualize, plan, design and produce a variety of creative print and digital materials in an efficient manner to meet deadlines, ensuring that job quality is accurate and are of high-quality.</li></ul>
<ul style="list-style-type: none"><li>• Keep up with the latest design trends and techniques; developing new approaches to communicating ideas to customers through unique designs that convey a recognizable meaning of the marketing campaign.</li></ul>
<ul style="list-style-type: none"><li>• Be able to work on multiple projects, each with different deadlines and produce high quality and accurate print material.</li></ul>
<ul style="list-style-type: none"><li>• Manage and enhance Bluesky's social media marketing strategy; measure the impact of social media programs, and analyze, review, and report on effectiveness of campaigns in an effort to maximize results</li></ul>

## Major Responsibilities

<p><b>Graphics</b></p> <ul style="list-style-type: none"><li>• Plan and implement the Company's advertising and promotion activities, in close coordination with other Bluesky divisions and outside partners (e.g., newspaper, radio and external marketing agencies/consultants)</li><li>• Develops draft advertising ideas and design artwork as part of campaign materials and presents to Marketing Manager for review and approval</li><li>• Proofreading to produce accurate and high-quality work</li><li>• Think creatively to produce new ideas and concepts</li><li>• Maintain consistent knowledge of the Bluesky Brand Book</li><li>• Participate in the marketing efforts related to new or special business lines</li><li>• Produce promotional brochures for products and services, design distinctive logos for products and the various business units</li><li>• Where appropriate, overviews for the development of videotape scripts, photography and voiceovers to assure quality production in line with the parameters of the assignment</li><li>• Develop overall layouts of newspapers, corporate reports, and other publications letters, brochures, video, point-of-purchase displays etc.</li><li>• Ability to develop video scripts, photography, videos and voice overs to assure quality production in line with the parameters of the project.</li></ul> <p><b>Social Media</b></p>
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- Channel Management – monitoring, researching, responding, posting
- Partner with other departments to ensure optimal online messaging and usage
- Monitor all sites to ensure consistency of messages across multiple networks
- Monitor online competitor presence and industry trends
- Run social media promotions and activities
- Familiarity with managing promotions
- Capturing and posting images of sponsored events
- Update website content

**Key Stakeholder Relationships**

<b>Internal Stakeholders:</b>	<ul style="list-style-type: none"> <li>• CEO</li> <li>• Managers</li> <li>• Marketing Team members</li> <li>• Bluesky staff</li> </ul>
<b>External Stakeholders:</b>	<ul style="list-style-type: none"> <li>• Print shops</li> <li>• Graphics vendors</li> <li>• Media partners</li> </ul>

**Key Requirements and Competencies**

<b>Qualifications/ Experience:</b>	<ul style="list-style-type: none"> <li>• Two year Associates Degree or Bachelors Degree in computer graphics and varied aspects of illustration and graphic design; business and advertising and marketing, communication courses a plus</li> <li>• 1+ year(s) of experience in graphic design</li> <li>• Experience managing social media communities, a plus</li> </ul>
<b>Knowledge/ Skills /Ability:</b>	<ul style="list-style-type: none"> <li>• Sound knowledge of telecommunications products and services a plus</li> <li>• Excellent writing and verbal communication skills</li> <li>• Demonstrated ability to work effectively in a fast-paced and dynamic environment and easily adaptable to change; ability to work well under tight deadlines and multitask under pressure; ability to work independently with moderate supervision</li> <li>• Highly organized, energetic, resourceful, and creative problem solver</li> <li>• Knowledge of social media channels: Instagram, Facebook, YouTube, and relevant media/online boards and forums</li> <li>• Professional experience using Instagram, Facebook, Twitter, and relevant media/online boards and forums</li> <li>• Demonstrated success in Channel Management (i.e. monitoring, responding, posting)</li> <li>• Knowledge of design elements, e.g. color and composition. Must have artistic talent, creativity, imagination, skill and knowledge specific to products and services for which they work.</li> <li>• Ability to use design software programs from the Adobe Creative Suite. Must have experience working on a MAC.</li> <li>• Ability to comprehend complex editorials</li> <li>• Strong computer and typing skills – speed and accuracy</li> <li>• High degree of confidence interacting with members of the business community, media and vendor representatives, PR consultants, community leaders and general public</li> <li>• Ability to support teams and multiple projects</li> <li>• Excellent organizational and follow up skills; attention to detail also required</li> <li>• Effective time management and organizational skills as well as sound product knowledge and industry perspective; this is a hands-on position, requiring the appointee to undertake a variety of activities. The ideal person would be adaptable to change, and able to act on their own initiative.</li> <li>• Valid driver's license with clean driving record</li> </ul>



<b>Organisational Competencies:</b>	<ul style="list-style-type: none"> <li>• <b>Customer Service</b> – Treats all customers courteously; is responsive to customer requests and elicits feedback from them to monitor their satisfaction; considers both the short and long-term interests of the customer in making service decisions; proactively identifies customer needs and takes responsibility for resolving customer complaints in a timely manner.</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Learning Agility</b> - Demonstrates a personal learning orientation; seeks and constructively uses feedback to build on strengths and manage weaknesses; is curious and shares learning, and in doing so creates an expectation in others to seek and learn from experiences.</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Building Collaborative Relationships</b> - Exhibits an ability to cooperate and collaborate with colleagues across Telecom to achieve shared goals; develops and maintains a range of internal and external networks to meet organisational objectives; looks for opportunities to support colleagues.</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Self Management</b> - Sets personal goals in line with business unit plans; takes responsibility for prioritising own work; looks for opportunities to improve performance; is passionate about achieving results.</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Continuous Improvement</b> – Looks for opportunities to apply continuous improvement practices / principles in their work area; responds to suggestions from others; applies new learning so as to improve individual and team performance.</li> </ul>

## Compliance

<b>Business Compliance:</b>	<ul style="list-style-type: none"> <li>• Ensure a sound understanding and demonstrate commitment to and comply with all legislation and Bluesky policy relevant to the role and all activities undertaken in the role ethical performance in an effort to maintain a high standard of conduct expected and deserved by our customers and to enable the Company to continue to offer its services and comply with our Bluesky Code of Ethics and Conduct.</li> </ul>
<b>Health and Safety:</b>	<ul style="list-style-type: none"> <li>• Undertake all work in a safe manner and follow all company and workplace health and safety procedures</li> <li>• Identify new hazards and advise manager or workplace Health and Safety representative/coordinator within 24 hours of identification</li> <li>• Accurately report incidents and accidents to manager or workplace Health and Safety representative/coordinator as soon as possible.</li> </ul>

## Vision, Purpose, Values, & Way

<b>Our Vision</b>	<b>Our Purpose</b>	<b>Our Values</b>	<b>The Bluesky Way</b>
To be the most recognised and preferred company for connecting our Pacific communities around the world.	We apply technology and service excellence to advance and improve the lives of our customers	<ul style="list-style-type: none"> <li>• Customer first</li> <li>• Team work</li> <li>• Integrity</li> <li>• Passion</li> <li>• Positive attitude and smile!</li> </ul>	<p>We take ownership and always do our best for customers.</p> <p>We respect and support each other.</p>