



JOB DESCRIPTION

Position:	Graphics and Digital Media officer	
Department:	Communications and Public Relations	
Location of Position:	Central - Suva	
Reporting to:	Manager Communications and Public Relations	
Direct Reports:	N/A	
Delegated Authority:	N/A	
Functional Relationships:	<u>Internal</u> Communications & Public Relations Department All FRA Staff	<u>External</u> Stakeholders & Clients Government Ministries General Public Contractors

PURPOSE

The Graphics and Digital Media officer, reporting to the Manager Communications and Public Relations will be a motivated self-starter, with primary accountability for the implementation of Fiji Roads Authority graphic design activities across offline, digital, website and social media platforms and providing digital media support as needed. In doing so the incumbent will actively liaise with the Manager Communications and Public Relations and FRA inter-departments on graphic designing needs, awareness and advocacy support.

The incumbent will provide support to enhance the FRA brand identity. This requires a dedicated and responsible individual with proven graphic design, multimedia, and publicizing skills, excellent attention to detail, along with exemplary creative design skills, strong customer service, interpersonal, and organizational skills, and the ability to manage design projects, multi-task and prioritize work effectively.

DUTIES AND RESPONSIBILITIES

Design and Digital Communications

- i. Create engaging graphic design content that maintains FRA's brand and strengthens communications with diverse audiences across awareness and advocacy campaigns and digital platforms.
- ii. Design and produce print and digital materials for internal and external audiences, including newsletters, brochures, invitations, posters, annual reports, corporate plans, statements of corporate intent, and other communications materials.
- iii. Develop concepts and design assets for events and projects, including signage, artwork displays, infographics, presentations, and other print and digital collateral
- iv. Produce motion graphics, animations, and multimedia content from concept through delivery for video, web, and social media platforms.
- v. Create and adapt digital content and assets for FRA's website, social media channels, and other communication platforms.
- vi. Apply FRA's brand guidelines consistently and review materials for accuracy, quality, accessibility, and consistency before publication or production.
- vii. Organize, maintain, and update a library of design assets, templates, and brand resources.
- viii. Keep abreast of relevant technologies, tools, and design techniques to deliver innovative and effective work.



Website Management

- ix. Manage and maintain FRA's website content and visual presentation, including uploading, updating, and removing content as required.
- x. Check website links and functionality, and help ensure content is current, accurate, accessible, and consistent with FRA's brand and communications standards.
- xi. Coordinate website technical issues, enhancements, and updates with relevant service providers and FRA staff.
- xii. Ensure website content is appropriately reviewed and approved before publication.

Campaign and Project Coordination

- xiii. Liaise with FRA departments and relevant external stakeholders to identify communication and design requirements and deliver suitable graphic and digital content.
- xiv. Develop and maintain digital content plans or publication schedules in coordination with the Communications team.
- xv. Monitor and report on relevant website, social media, and campaign performance measures, using available insights to support improvements.
- xvi. Assist the Manager, Communications and Public Relations in implementing FRA's awareness and advocacy strategies and campaigns across print, digital, website, and social media channels.
- xvii. Undertake other related duties assigned by the Manager, Communications and Public Relations.

Professional and Customer Service Responsibilities

- xviii. Provide professional, responsive, and courteous service to internal and external stakeholders.
- xix. Represent FRA's Communications and Public Relations Department positively and professionally in all interactions.
- xx. Protect FRA's reputation, confidential information, and intellectual property in the performance of the role.
- xxi. Register all complaints received through FRA communication channels and promptly refer them to the Customer Service Team.

COMMON ACCOUNTABILITIES

Compliance

Ensure that all actions of the Authority and its Contractors and other agents are at all times within the law.

Ensure that all actions are within such powers as may have been delegated by the Authority.

Compliance at all times with the Authority's Procurement Plan, Contracts Management Policy, Asset Disposal Policy, Complaints and Requests for Service Policy and all such other policy decisions that the appointed Authority or the CEO may make.



Full compliance with the adopted risk management framework within the Officer's area of responsibilities.

Organizational Performance

Promptly furnish, complete and accurate financial and non-performance results (against such of the performance targets listed in the Asset Management Plan and Corporate Plan and any other performance criteria within the assigned area of responsibility) throughout the year and for the Half Yearly Report and the Annual Report.

Note: A named position will be allocated responsibility for each performance target.

General Management

In all decision-making (at all levels) identify all reasonably practicable options for achieving the objective of the decision and assess the economic, environmental and social impacts of each option in order to identify the preferred option.

In all work relating to the Officer's particular area of responsibility be satisfied that value for money is being achieved – and that the roads are being managed in the most effective, efficient and optimized way possible – in a manner that will ensure preservation of their long term service capacity and integrity

Protection of the Authority's intellectual property rights

Protection of the Authority's reputation

Good public relations

Emergency Management

Contribute to the formulation of, participate in the preparation of, and participate in regular training relating to a Business Continuity Plan and an Operations Recovery Plan

Personal Performance

The personal performance of all employees will be evaluated against their respective Specific Accountabilities and these Common Accountabilities annually, following submission of the Annual Report to the Minister.

The Graphics and Digital Media Officer will be appraised by the Manager Communications and Public Relations and will be reviewed by the Chief Executive Officer.



POSITION SPECIFICATIONS

Essential Criteria:

- i. Diploma in Graphic Design or Visual Communications, Animation or an equivalent qualification (Information Technology)
- ii. At least 3 years of graphic design and multimedia experience with the ability to provide evidence of both.
- iii. Expert skills in Adobe Suite: After Effects, Premiere, Animate, Flash, Audition, Photoshop, Illustrator and InDesign.
- iv. A strong portfolio which demonstrates your comprehension of both design and animation
- v. Strong creative thinking, exhibiting a range of varied styles and techniques.
- vi. Demonstrable ability to work with multiple digital technologies and a solid comprehension of mobile and web technology;
- vii. Excellent photography skills

Desirable Criteria:

- i. An additional qualification in Marketing/Digital Marketing is desirable.
- ii. An e-portfolio of graphic design works
- iii. Experience creating web banner ads.
- iv. A demonstrable knowledge of marketing, social media platforms, and digital marketing strategy.
- v. Strong presentation and communication skills - both verbal and written;
- vi. Excellent attention to detail and the ability to make sound judgements/decisions;
- vii. Strong creative flair and the ability to create, and evaluate various creative outputs;
- viii. Strong social skills, and the ability to build and manage relationships with colleagues within the department and the broader FRA environment;
- ix. Flexibility - due to the nature of communications and public relations, the post holder may be required on occasion to work out of hours.

This job description has been approved by:

Name	
Designation	
Signature	
Date	