

Whakaaturanga Mahi – Job description

Job details	
Job title:	Graphic Designer
Reports to:	Experience Delivery Manager
Direct reports:	Nil
Role:	0.5 FTE
Key relationships:	
<i>Internal:</i>	Partnerships and Strategic Development team EASIE Living Executive Leadership Team People & Capability
<i>External:</i>	Printers Photographers Videographers Agencies Freelancers Merchandise suppliers
Location:	Palmerston North

Ko wai mātou – Who we are

Enable New Zealand is the leading supplier of disability equipment, information, advice and modification services in Aotearoa.

Our mission is to support disabled people and their whānau to live everyday lives in their communities. We do this by effectively managing access to equipment and modifications for those living with disability, and their whānau on behalf of Disability Support Services (DSS) | Ministry of Social Development (**MSD**) and the Accident Compensation Corporation (**ACC**).

He aha ngā painga ki a mātou – What matters to us most

At Enable New Zealand (**Enable**), we care about making a difference to disabled people and working together as a team.

He aha te mahi – Role purpose

This position is responsible for creating high-quality, on-brand visual assets that support our marketing, internal communications, employer brand, and customer experience. This role will turn business objectives into compelling visual solutions across print and digital channels—delivering consistent, accessible, and inclusive design that strengthens brand recognition and drives engagement.

Ngā mahi haepapa – Role responsibilities

Key objectives	Responsibilities
Brand & Creative	<ul style="list-style-type: none"> Develop creative concepts and deliver final artwork across campaigns, events, product/service collateral, social media, website, email, presentations, signage, merchandise, and internal communications. Alongside the Brand and Marketing Advisor, uphold and evolve brand guidelines; ensure consistency across all touchpoints (logos, colour, typography, imagery, tone in visuals). Create templates and reusable components (Canva, PowerPoint, Word, EDM modules) to enable self-service by non-designers. Produce illustrations, iconography, infographics, and motion assets (simple animation) where needed.
Digital and Content	<ul style="list-style-type: none"> Design for web and social formats (static, carousel, short-form video overlays), ensuring platform-specific best practice. Optimise assets for performance and accessibility (alt text guidance, contrast, legibility, file optimisation). Collaborate with content, web, and social teams to align creative with campaign goals and user journeys.
Print and Production	<ul style="list-style-type: none"> Prepare press-ready files; manage print specifications, stock choices, finishes, and proofing. Liaise with vendors (printers, photographers, videographers) to meet timelines and quality standards. Maintain asset libraries, artwork archives, and version control.
Stakeholder Collaboration	<ul style="list-style-type: none"> Translate briefs into effective visual solutions; challenge and refine requirements where appropriate. Present work, articulate rationale, and iterate based on feedback. Partner cross-functionally to meet business objectives.
Governance and Compliance	<ul style="list-style-type: none"> Ensure all work meets brand, legal, licensing, and accessibility standards (including WCAG-informed design principles). Manage usage rights for fonts, images, and third-party assets. Protect confidential information and commercially sensitive material.
Continuous Improvement	<ul style="list-style-type: none"> Monitor design trends, tools, and channel best practice; recommend improvements. Identify opportunities to streamline workflows and template common outputs. Contribute to creative retrospectives and post-campaign reviews.
Health, Safety and Wellbeing	<ul style="list-style-type: none"> Is familiar with all policies and procedures as they affect the work environment.

Key objectives	Responsibilities
<p><i>Applies knowledge and skills to all work practices to ensure compliance with the Health and Safety at Work Act 2015 and any subsequent amendments or replacement legislation</i></p>	<ul style="list-style-type: none"> • Ensure that safe working procedures are practised, and no person is endangered through action or inaction. • Is aware of and can identify hazards and take action, accordingly, including preventing or minimising the adverse effects of hazards. • Ensure that all incidents, including near misses, are reported within the required timeframe using Enable New Zealand’s incident reporting system. Actively participate in Enable New Zealand’s health and safety programmes, through input into meetings and feedback through committee structures.
<p>Te Tiriti o Waitangi – Treaty of Waitangi and Equity</p>	<ul style="list-style-type: none"> • Apply knowledge of Te Tiriti o Waitangi and its application in Health to all work practices. Attend appropriate Te Tiriti o Waitangi education sessions.

Ngā āheitanga matua – Key Competencies

Competencies are the skills, knowledge, and attributes required to be fully competent in this position. There will be a programme available for appointees to meet competencies where a need for continued development is identified. For the purposes of selection, essential competencies have been identified, and decisions will be made based on the ability of applicants to meet these:

Qualifications and Experience

Essential

- Tertiary qualification in Graphic Design, Visual Communication, equivalent, or currently working towards a relevant qualification.
- 2+ years’ professional design experience with a strong, relevant portfolio.
- Proven ability across print and digital: layouts, typography, colour, composition, and visual hierarchy.
- Advanced skills in Adobe Creative Cloud (InDesign, Illustrator, Photoshop); working knowledge of Figma or XD; Canva for templates.
- Experience preparing press-ready artwork and managing production with external suppliers.
- Strong stakeholder management, with clear communication and ability to present creative rationale.
- Meticulous attention to detail; strong file management and version control.
- Understanding of designing for accessibility (contrast, typography, alt-text guidance, reading order in PDFs).

Desirable

- Basic video/motion (After Effects, Premiere Pro, or equivalent).
- Basic HTML/CSS understanding for collaborating with web teams/CMS.
- Experience with brand systems, design systems, or component libraries.
- Knowledge of marketing funnels, campaign measurement basics, and performance creative.
- Experience contributing to employer brand and internal communications.

Skills and Attributes

- Customer-centric, collaborative, and solutions-focused
- Curious, proactive, and comfortable challenging a brief to improve outcomes
- Ability to prioritise and work on multiple projects at one time
- Strong communicator; open to feedback and iterative design
- Inclusive mindset; designs for diverse audiences and accessibility

Physical Attributes

Under the Human Rights Act 1993 discrimination based on disability is unlawful. Enable New Zealand Limited will make all reasonable efforts to provide a safe and healthy workplace for all, including persons with disability.

Every effort has been made to outline requirements clearly. If a potential applicant has uncertainties about their ability to fulfil these physical requirements, enquiry should be made whether it would be possible to accommodate a particular issue by obtaining advice from the appropriate people leader.