A wānanga as provided under section 398D of the Education and Training Act 2020, is an institution that: "Māori, have been instrumental in establishing; a wide diversity of teaching and intellectual endeavour that is closely interdependent; associated with higher learning; and are kaitiaki of Mātauranga Māori, te Reo Māori, and tikanga Māori within the tertiary education sector. A wānanga positions themselves within the networks of indigenous tertiary institutions across the world and contributes to the setting of international indigenous standards of teaching and intellectual endeavour".

Tūranga / Position:	Graphic and Digital Designer	
Uepū / Wāhanga / Department:	Ako Excellence/ Quality Programme Lifecycle	
Takiwā / Rohe / District:	Te Puna Manaaki	
Wāhi Mahi / Location:	As per Letter of Offer	
Reports to:	Project Manager – Development	
Whakatau ki / Direct reports:	n/a	
Indirect Reports:	n/a	
Māka Pūtea / Salary Grade:	7	
Wā Roanga / Tenure:	As per letter of offer	
Key Relationships:	Internal:	• Development, Programme Lifecycle and Quality Assurance teams • Te Wānanga o Aotearoa (TWoA) kaiako and kaimahi ako • TWoA site/campus kaimahi and tauira (location specific) • Ako Excellence kaimahi
	External:	• External Stakeholders (Contractors) • Tauira, iwi, hapū and whānau • Relevant external agencies and providers (TEC, MoE, NZQA, ISBs)

Pūtake Tūranga / Role Purpose

The primary purpose of the Graphic and Designer is to design and develop engaging, high-quality learning and teaching resources that support the delivery of Te Wānanga o Aotearoa's programmes. Working collaboratively with Content & Instructional Designers and Programme Developers, the role is responsible for transforming learning concepts into accessible, innovative, and pedagogically sound materials using a range of digital, multimedia, print, and emerging technologies.

The Graphic and Digital Designer also contributes to the ongoing improvement of programme resources by updating existing materials as required and ensuring file management is current and compliant, in collaboration with Senior Advisors - Programme Lifecycle.

Key Responsibilities	Deliverables / Accountabilities
Role Specific Requirements	**Digital Resource Design and Development** - Lead the development and production of digital learning and teaching resources for assigned programme developments, using a variety of platforms and delivery modes (online, multimedia, print, etc.). - Apply innovative and evidence-informed instructional design methods to support diverse tauira need. - Incorporate new ideas, systems, tools, and technologies into the design process to enhance engagement, usability, and accessibility of educational materials. - Ensure the aesthetic and functional quality of digital assets through effective visual design, user experience principles, and graphic standards. - Complete amendments and updates to existing programme resources to support ongoing programme improvement and quality assurance. - Meet all internal and external approval requirements for developed resources and ensure compliance with Te Kaupapa Matua and regulatory standards. **Content & Design** - Provide professional design capability in specific disciplines, including graphic design, animation and motion design - Collaborate with production and creative teams including designers, sound and audio, production managers, contractors and kaimahi as required - Produce and manage end-to-end content creation - Create and / or adapt all images for programmes - Deliver engaging and creative content on brief - Deliver projects within agreed timelines

Key Responsibilities	Deliverables / Accountabilities
	Instructional Collaboration and Capability Building - Work closely with Programme Developers and Content & Instructional Designers to translate learning outcomes and instructional strategies into cohesive and effective learning materials. - Promote and lead the development of visual and graphic design capability team, contributing to knowledge-sharing in digital design practice. - Provide guidance and training to staff on the use of instructional methods, digital tools, and applications to support programme development. - Support the integration of Mātauranga Māori and bicultural values into digital design and learning solutions, ensuring relevance, inclusion, and cultural responsiveness. **Quality Assurance, Compliance and Continuous Improvement** - Ensure all developed resources meet institutional standards for quality, accuracy, and accessibility, and are delivered within agreed timeframes. - Ensure all design work adheres to compliance requirements, including copyright, accessibility, and academic quality standards. - Maintain appropriate version control and documentation for all digital files and assets, with support from Programme Lifecycle Advisors. - Contribute to the ongoing development and refinement of programme-related policies, regulations, procedures, guidelines, and templates.
Driving for Business Performance: Role content specific to the relevant subject matter expertise or specialism of this role. Responsibility for specific KPIs or performance and or reporting metrics.	- Accountable for task completion and quality. - Sets clear direction for self. - Seeks own development and takes accountability. - Provides feedback and builds trust. - Contributes to team capability and cohesion.

Key Responsibilities	Deliverables / Accountabilities
Role in organisational success (e.g. service delivery, financial targets, culture).	
Problem Solving Requirements including but not limited to: Decision-Making Authority & Delegations Level of autonomy in strategic, operational, or tactical decisions. Impact of decisions across the organisation or sector.	- Makes task decisions within role scope. - Escalates complex, strategic or people-related issues.
Kaupapa Matua Te Wānanga o Aotearoa has a unique history and operating context. Te Kaupapa Matua o Te Wānanga o Aotearoa tells our history, guides our future and shapes the unique identity of our Wānanga. There is therefore an expectation that kaimahi will follow and work by these guiding principles.	- Able to articulate the history, evolution and unique context of Te Wānanga o Aotearoa. - Actions are aligned with Te Wānanga o Aotearoa leaders. - Ngā Uara are applied in a manner that protects the mana of Te Wānanga o Aotearoa, leadership peers and kaimahi
Communications and Relationship Management Effectively builds and maintains relationships that uphold the reputation and mana of Te Wānanga o Aotearoa	- Communication style and frequency supports internal and external contact with stakeholders.
Information Management Te Wānanga o Aotearoa records are created and maintained in corporate information systems, meeting specified information management standards and legislation.	- Meet the statutory responsibilities detailed in the Data, Information, and Records Management Tikanga Whakahaere. - Create and manage records of TWoA activities in accordance with TWoA privacy, data, information, and records management policies and procedures.
Health and Safety Uphold and comply with the Health and Safety at Work Act 2015.	- Report potential risks, incidents and near misses so the organisation can investigate, and eliminate or minimise harm or risk of harm, in accordance with TWoA Health and Safety policies and procedures.

Key Responsibilities	Deliverables / Accountabilities
Demonstrate a commitment to Te Wānanga o Aotearoa health and safety policies and procedures and take reasonable care to look after your own health and safety at work, your fitness for work, and the health and safety and well-being of others.	- Promotes personal and team wellbeing. - Recognises and actively manages stress.
Other Duties	- Undertake other duties as required by the employer provided the kaimahi has the required skills and qualifications.

The kaimahi shall be required to exercise all their skills and knowledge to achieve the position objectives and follow any current or future procedures and policies related to achieving them.

The responsibilities and expectations outlined in this position description may alter as business needs change. In addition, specific objectives and outcomes will be agreed upon with the upline manager on an annual basis.

Person specification

Qualifications: *Please list role specific qualifications*	- Bachelor's degree in Education, Digital Media, Instructional Design, Educational Technology or a related field. - A postgraduate qualification in a related area is desirable. - Certification or professional development in creative design tools is an advantage.
Essential Experience and Skills: *Please list role specific skills and years of experience*	- 5 years' experience in digital or instructional design within a tertiary or educational context. - Proven ability to design, develop and deliver high-quality learning content across multiple platforms and delivery modes. - Strong skills in visual and graphic design tools. - Sound knowledge of instructional design principles and learning theories relevant to adult and tertiary tauira. - Excellent relationship management skills with a demonstrated ability to work collaboratively across teams. - Proven ability to analyse, investigate and interpret data, issues and situations. - Strong time and project management skills, with the ability to meet tight deadlines while maintaining high standards or accuracy and presentation

	- Strong relationship management skills.
	- Strong communication skills.
Āhuatanga Māori	- Demonstrated commitment to participating fully in cultural activities (e.g., pōwhiri / karakia /Te Whāriki) and exemplify Māori values.
	- Prepared to increase knowledge, understanding and everyday use of te reo and āhuatanga Māori and support other kaimahi in the same endeavour.
	- Te Kaupapa Mātua is understood and applied to mahi and relationships.
Essential Attributes:	**Critical Thinking and Strategic/Planning Contribution**
	- Understands organisation's purpose.
	- Can articulate how their role contributes to organisational goals.
	- Contributes ideas. Understands how tasks relate to wider goals.
	Financial Responsibility
	- Uses resources responsibly.
	- Understands cost implications.
	Digital & Technology Fluency, Adoption & Modernisation
	- Uses advance digital tools, especially in the field of digital and graphic design, planning and development.
	Data-Informed Decision-Making
	- Understands relevant data.
	Innovation & Continuous Improvement
	- Actively reviews, implements and documents continuous improvements.
	- Adapts a continuous improvement mind-set and practices.