



JOB DESCRIPTION FORM

POSITION (PID) #		690009			
IDENTIFYING INFORMATION			POST CERTIFICATION		
Post Title	Graphic Designer		Print Name	Signature	Date
Present Grade	PS 23-25		Prepared By		
Department/Section	Conservation Services/Bermuda Aquarium, Museum and Zoo (BAMZ)		Post holder Agreed		
Ministry	Environment and Sports		Dept. Head Agreed		
POST STATUS			POST TRANSFER (if applicable)		
	New Post	Revised Post	Redefined Post	Previous Title	
Date		9 Dec 2008		Previous Department	
Cabinet Conclusion Ref				Previous Ministry	
Last Review Date	26 Sept 2002			Previous Number	
Panel Decision	Grade	Date	Signature	Previous Grade	
	25-27	1 Oct 10	lypelyffe	Date of Transfer	

1. SUMMARY OF MAIN DUTIES (Ideal Maximum Four)	%
1. Graphic design, production and installation duties	60%
2. Development and maintenance of exhibits duties	15%
3. Development of visual identity	10%
4. Administrative duties	10%
5. Associated duties	05%
	TOTAL = 100%

2. SUMMARY OF ACCOUNTABILITY
<p>2.1 What specifically is this post accountable for?</p> <p>Works under the direction of the Curator , Aquarium and Zoo and in accordance with the departmental policies and procedures, to design, produce and install high quality interpretive materials throughout the facility, online and in print for the enjoyment and education of residents and visitors. The Graphic Designer also provides professional artistic balance and creativity in the design and development of the BAMZ Master Plan, related exhibits and the visual branding of the facility. As well, the Postholder performs related duties within the Section.</p>
<p>2.2 Briefly describe the level of decision making authority held by this post.</p> <p>The Graphic Designer has the authority to make decisions and provide recommendations, which will have a significant impact on the design and presentation of exhibits and print media at BAMZ. The Postholder also makes decisions on the priorities for the production of design projects and for recommendations in respect to the promotional and advertising materials.</p>
<p>2.3 To which position does this post report directly? The Curator, Aquarium and Zoo.</p>

3. ESSENTIAL KNOWLEDGE & SKILLS
<p>List the key knowledge and skills required to fulfill the <i>minimum requirements</i> of the post under the following categories.</p>
<p>3.1 General Knowledge / People Skills (Soft Skills).</p> <p>The Graphic Designer must possess inter-personal, communications, creative, problem solving and decision making skills. The position requires a dedicated, highly organised individual with a strong work ethic and good client service skill, who is capable of working with minimum supervision. The Postholder must have a "can do" attitude and contribute positively to the work environment.</p>

3.2 Technical Knowledge / Position Specific Skills (Hard Skills). This includes knowledge of particular legislation, processes, specialties, etc.

The Graphic Designer must be proficient in all industry standard general graphic layout and creation software packages, e.g. Adobe Creative Suite, Quark, Pagemaker, Freehand, etc., as well as the Microsoft Office Suite. The Postholder must have strong knowledge of and ability to work with current materials, processes, techniques and design approaches used in live and static interpretive exhibits and be able to demonstrate an ability to design and produce interpretive materials and exhibits that positively engage the visiting public. Additionally the Postholder must have a thorough working knowledge of workshop tools and safe handling practices and have an appreciation and understanding of Bermuda Natural History and Conservation education.

4. MINIMUM EXPERIENCE REQUIRED (Tick the Appropriate Box)

Based upon the above identified knowledge and skills, what is the minimum number of years experience required to fulfill the duties of this post?

- No previous experience required Minimum one (1) year Minimum two (2) years
 Minimum three (3) years Minimum five (5) years Minimum ten (10) years

4.1 Identify specific experience.

A minimum of two (2) years' relevant experience as a graphic designer is required for the post.

5. MINIMUM EDUCATIONAL QUALIFICATION REQUIRED (TICK THE APPROPRIATE BOX)

- Secondary School Graduation Certificate Apprenticeship/College Certificate College Diploma
 Associates Degree Advanced or Specialist Qualification Bachelors Degree
 Masters Degree Professional Designation Doctorate
(Includes Chartered Status)
 Other

5.1 Please list the title of the academic qualification / professional designation required:
The Postholder must possess a Bachelor's Degree or equivalent in Fine Arts or Graphic Design.

5.2 List any special licenses, registrations or certifications required for this job:

The Postholder must be certified in CPR, First Aid and O2 Provider.

why?

6.0 RESOURCES UNDER MANAGEMENT

6.1 Management and Supervision of Staff

(Please ensure that the Organization Chart submitted is up to date, accurate and reflects the information listed below)

Please list the position titles (including PID) of 'All Staff' under the 'Direct Supervision' of this post.

1. N/A

6.2 Non-Staff Budget and Revenue Streams (FOR EACH SUB SECTION TICK THE APPROPRIATE BOX)

6.2.1 What 'Responsibility' does this post have for 'Managing Non-Staff Budget' and 'Government Revenue Collection'? (Non-Staff Budget typically applies to contracts for program delivery & capital expenditure projects)

- None Has Direct Management Responsibility Is the Accounting Officer

6.2.2 Please indicate the level of Non-Staff Budget and/or Revenue Streams for which this post is responsible.

- None Less than \$500k \$500k to \$2m \$2m to \$10m \$10m to \$40m Greater than \$40m

<input checked="" type="checkbox"/> None	<input type="checkbox"/> Less than \$500k	<input type="checkbox"/> \$500k to \$2m	<input type="checkbox"/> \$2m to \$10m	<input type="checkbox"/> \$10m to \$40m	<input type="checkbox"/> Greater than \$40m
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6.3 Infrastructure for Vital Government Services (FOR EACH SUB SECTION TICK THE APPROPRIATE BOX)

6.3.1 Is the post responsible for managing 'Infrastructure' critical to the delivery of 'Vital' Government Services?

<input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes. Has Direct Management Responsibility	<input type="checkbox"/> Yes. Is Ultimately Responsible
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6.3.2 If 'Yes' to the above, what would be the impact of failure of this infrastructure?

<input type="checkbox"/> Low Impact: Mainly internal to Government	<input type="checkbox"/> Medium Impact: Mainly internal to Government	<input type="checkbox"/> High Impact: Mainly internal to Government
<input type="checkbox"/> Low Impact: Bermuda-Wide	<input type="checkbox"/> Medium Impact: Bermuda-Wide	<input type="checkbox"/> High Impact: Bermuda-Wide

7. Additional Information

The Graphic Artist must be physically fit and capable of working in hot and often difficult conditions. The Post holder will often be working area in close proximity to animals and the general public and must be aware of the comfort and health and safety of the animals and visitors. The Postholder must be flexible and willing to work irregular hours, including evenings, weekends and Public Holidays, and be willing to attend to occasional facility and animal-related incidents or emergencies as they occur, e.g. animal escapes, wildlife strandings, hurricanes, fires etc. as part of his/her professional obligations. *(when ~~there~~ - not qualified to deal w/ animal escapes?)*
Established contacts within the international aquarium, zoo and museum community would be advantageous to this Position.

DUTIES AND RESPONSIBILITIES OF THE POST

8. DETAILED DESCRIPTION OF MAIN DUTIES AND RESPONSIBILITIES OF THE POST

(Please use the same Headings for Main Duties as Listed in Section 1.0)

8.3 GRAPHIC DESIGN, PRODUCTION, INSTALLATION AND MAINTENANCE DUTIES

- 8.1.1 Designs, reviews, produces, installs and maintains artwork, interpretive material and three dimensional exhibits for the facility as requested by the Curatorial staff in conjunction with the relevant Bermuda Aquarium, Museum and Zoo (BAMZ) and Bermuda Zoological Society (BZS) Department Heads. Makes recommendations for each project concerning content, format type of design, composition and quantities. Determines appropriate production techniques and design system and ensures that cost and deadline objectives are met.
- 8.1.2 Works with the Principal Curator, BZS Executive Committee and Development Officer on promotional and fundraising activities, and implements the design and production of brochures, posters, publications and presentations. Determines appropriate production techniques and design system, and ensures that cost and deadline objectives are met.
- 8.1.3 Arranges, organizes and assists with photographic shoots and video productions for BAMZ's educational and promotional needs and programs, as requested by Curatorial staff and relevant BAMZ and BZS Department Heads. Collaborates with the Department of Communication and Information and private sector specialists as needed.
- 8.1.4 Operates a desk top publishing unit at the BAMZ, and interfaces with local and overseas print houses. Makes recommendations and appropriate changes regarding production quality, cost and timeliness of outsourced printed materials.
- 8.1.5 Consults with and makes recommendations to the BZS Executive and Development Officer on publishing matters.
- 8.1.6 Researches and evaluates new developments in graphic materials, processes, techniques and design approaches of live and static exhibits at aquariums, museums and zoos worldwide, and assesses their value to BAMZ.
- 8.1.7 Develops and refines new practices and techniques, and introduces them to BAMZ in order to improve quality, efficiency and economy of operation, and reduce long term maintenance.

8.2 DEVELOPMENT OF EXHIBITS AND MANAGEMENT OF DESIGN PROJECTS

- 8.2.1 Participates the development of the BAMZ Master Plan and co-ordinates the associated graphic design needs,

	including promotional material, in conjunction with the Principal Curator, BZS Executive and relevant BAMZ/ BZS Department Heads.
8.2.2	Reviews, analyzes and makes recommendations on major exhibits ideas submitted by Curatorial staff and assists in the drafting of architectural plans to ensure that new and renovated exhibits offer a high quality recreational and education experience in accordance with BAMZ's mission.
8.2.3	Initiates and co-ordinates meetings with Curatorial staff and relevant BAMZ and BZS Department Heads, to identify and plan upcoming exhibit and graphic design requirements and objectives. Produces, maintains and updates TAF Books for each new or renovated exhibit.
8.2.4	Establishes priorities for production of scheduled design projects, and works with relevant BAMZ / BZS Department Heads to implement plans and organize material resources to meet deadlines and cost objectives.
8.3	DEVELOPMENT OF VISUAL IDENTITY
8.3.1	Designs, implements and reviews the visual identity ("branding") of the BAMZ and BZS, in consultation with the Principal Curator, BZS Development Officer and external consultants. Ensures that the visual identity is applied consistently on all interpretive material, signage, letterheads and promotional products etc.
8.3.2	Designs and produces the annual visitor survey, in consultation with the Principal Curator and BZS Development Officer, and recommends promotional and advertising materials based on the results of the visitors' survey.
8.3.3	Designs, implements, and reviews the Graphics Master Plan, in conjunction with the Curatorial staff, and ensures the overall thematic and design continuity of the exhibits and interpretational material.
8.4	ADMINISTRATIVE DUTIES
8.4.1	Prepares, in consultation with the Curator, Aquarium and Zoo the budget recommendations for the equipment, goods and supplies and services to be used by the Graphics Unit, ensuring that the relevant documentation is submitted to the Administration Section. Administers the approved budget in accordance with Financial Instructions and with due regard for economy.
8.4.2	Orders and replaces equipment, supplies and materials, approves invoices for payments and maintains an inventory of all items.
8.4.3	Prepares and maintains statistics of the Graphics Unit of all activities and material used and submits detailed reports to the Curator, Aquarium and Zoo as requested.
8.4.4	Provides orientation, training and supervision of staff, volunteers and interns in the Graphics Unit in the use of specialized equipment and in established protocols. Assigns work to staff, volunteers and interns and ensures that the work is completed according to established schedules and required standards.
8.5	ASSOCIATED DUTIES
8.5.1	Participates in Departmental meetings and special related projects, as requested, and shares ideas and information on issues, enhancements, etc. to colleagues.
8.5.2	Undertakes associated duties, as requested by the Curator, Aquarium and Zoo.