

POSITION DESCRIPTION

DESIGN STUDIO TEAM LEADER

POSITION DETAILS

Date of Position Description	July 2026
Position Title	Design Studio Team Leader
Position Grade	13
Directorate Business Unit	City Engagement & Experience Digital & Creative
Reports to	Digital & Creative Manager
Physical Requirements Category	Category 1 – Desk role with Ergonomic Requirements
Job Location	9 Wentworth Street, Parramatta (Council retains the right to alter locations should the operational need arise)

POSITION OVERVIEW

The Design Studio Team Leader is responsible for leading, inspiring and developing Council's in-house design team to deliver high-quality, innovative and strategically aligned design solutions that support Council objectives, strengthen and grow the City of Parramatta brand, promote the city, and enhance the effectiveness of marketing and communications activity.

The role provides creative leadership, design direction and brand stewardship across a broad range of print, digital, campaign, publication and promotional materials. It works collaboratively with internal stakeholders, including the Brand Advisor, marketing and communications teams, and external suppliers to ensure design solutions are creative, accessible and audience-centred, while maintaining brand consistency and a high standard of quality

KEY RESPONSIBILITIES

Role Specific

- Lead, inspire and develop the Design Studio to deliver high-quality, strategically aligned design solutions across Council's marketing, communications, events, publications and city promotion activities.
- Provide creative direction and design leadership across major Council projects, campaigns and initiatives, ensuring visual outputs are audience-focused, brand-aligned and support Council's strategic objectives.
- Champion design excellence and innovation by setting high visual standards, fostering creative thinking and promoting contemporary design practices across the team.
- Work with Marketing and Brand and other business units to develop clear, engaging and accessible visual communications.
- Manage the Design Studio's workflow, resources and quality assurance processes, including reviewing briefs, prioritising requests, allocating work to ensure project are delivered on time, on brief and to a high standard.
- Lead the ongoing development and growth of the City of Parramatta and AT Parramatta brands through the consistent application of brand standards and the delivery of high-quality, engaging and strategically aligned visual communications.
- Work with stakeholders to develop design concepts and creative solutions for Council projects, campaigns and initiatives.

- Collaborate with external agencies and suppliers where required to develop creative assets and deliver brand, design and production outcomes that meet business needs.
- Provide expert design advice and support across Council, including design production, artwork development and recommendations on external design services where required.
- Build and maintain professional networks to stay informed of industry trends, insights and best practice.
- Lead, mentor and develop team members through effective induction, coaching, performance management and professional development to build capability, engagement and high performance.

Baseline

- Manage and coordinate a team of professionals in the designated area of expertise to promote accountability and alignment towards achieving desired organisational outcomes.
- Ensure that all practices are up to date with current and pertinent legislation, statutory regulations and better practice to ensure a subject-matter-expert mindset is adopted and promoted to all stakeholders.
- Promote continuous improvement and innovation in practices, optimisation of technology, procedures and recommendations with the aim of providing better service to the client base in line with the organisation's values.
- Build in performance metrics and mechanisms to identify early visibility of risks to enable mitigation approaches.
- Promote and maintain effective relationships with all external business partners including community organisations, contractors, State and Federal authorities.
- Ensure to take reasonable care of the health and safety of yourself, employees, visitors, contractors and volunteers whilst at work, and cooperate with the organisation to comply with WHS legislative obligations.
- Promote the value of diversity and inclusion in all practices, engaging with and integrating the views of others.
- Contribute to customer service and organisational effectiveness, by acting ethically, honestly and with fairness.
- Comply with Council policies as amended from time to time.

KNOWLEDGE

- Tertiary qualifications (min Cert IV) in Design or another relevant discipline combined with relevant design and desktop publishing experience.

Experience

- A minimum of seven years' experience in graphic design.
- Demonstrated experience leading, mentoring and developing designers in a studio, agency, marketing, communications or in-house creative environment.
- Demonstrated experience providing creative direction and quality assurance to deliver high-quality, consistent and brand-aligned design outcomes across a range of projects and campaigns.
- Experience applying, maintaining and evolving brand systems across print, digital and environmental channels.
- Experience managing end-to-end design projects, including stakeholder engagement, workflow management, supplier coordination and production delivery.
- Experience managing competing priorities, stakeholder expectations and deadlines in a fast-paced environment.
- Experience managing budgets, procurement and external suppliers to deliver quality outcomes on time and within budget.
- Demonstrated ability to build collaborative relationships and work effectively across teams to achieve organisational outcomes.

- Advanced proficiency in Adobe Creative Suite and Microsoft Office applications.
- Excellent written, verbal and presentation skills, with the ability to communicate effectively and engage stakeholders at all levels.
- Highly developed interpersonal, collaboration and stakeholder management skills, with the ability to build strong relationships and influence outcomes.
- Strong leadership and people management skills, including experience leading, mentoring and developing creative professionals.
- Highly developed conceptual and creative thinking skills, with the ability to translate complex information into clear, engaging and audience-focused visual communications.
- Demonstrated ability to provide creative direction, maintain brand integrity and deliver high-quality design outcomes across multiple channels.
- Excellent planning, organisational and project management skills, including the ability to manage creative workflows, resources, competing priorities and deadlines.
- Flexible and adaptable, with the ability to respond to changing business needs and workload demands.