

Position Description

Job Title: Digital / Graphic Designer
Level: Team
Business Group: Marketing
Responsible to: Marketing & Publications Manager
Location: UNSW Campus, Kensington
Date Revised: June 2013

PRIMARY OBJECTIVE

The primary objective of the Graphic Designer is to provide creative support to Arc@UNSW. The role is required to assist in the design and preparation of artwork for a variety of marketing and communication campaigns and associated material to effectively promote Arc and its services to the students of the University of NSW. Extensive knowledge of, and experience with print is required along with solid knowledge and experience designing for digital media.

Key motivation is conveying information that assists the growth of Arc's membership base and to creatively assist in developing and maintaining Arc's corporate identity. Experience with implementing and maintaining brand integrity is important to this role.

Key marketing and advertising projects include membership promotion, events, club activities, entertainment venue promotion, advertising of Arc events and services, with a strong client focus. There is also a requirement to ensure the Marketing Department is well regarded within the organisation; this role carries responsibility for execution of internal communication programs as well.

The Graphic Designer is required to liaise with and maintain positive relationships with other Arc Departments and external suppliers, in all marketing collateral related issues. Tasks will include taking briefs and may require obtaining quotes.

This is a Mac environment. This role must have very good experience and knowledge of Mac OS and related Adobe Creative Suite programs such as InDesign, Photoshop and Illustrator CS6.

ORGANISATIONAL CONTEXT

Arc@UNSW is an incorporated company limited by guarantee governed by a Board of Directors of 14 people. Arc is a voluntary student organisation that provides recreational, cultural, representational and retail services to the students of the University of New South Wales (UNSW). The organisation operates as a non-profit corporate entity to maintain financial viability and to provide student services and programs for members.

The organisation operates on both of UNSW's Sydney campuses, Kensington and the College of Fine Arts site in Paddington as well as providing services to students who study off campus. The organisation provides a full suite of service offerings and back office support for both Kensington and COFA campuses. UNSW is comprised of over 40,000 students with about 65% of those being undergraduate students and the remaining 35% being postgraduate students.

Arc@UNSW directly employs approximately 70 staff on a permanent basis and approximately 300 casual staff. The organisation also utilises the time and resources of a large number of student volunteers to administer programs and events.

Day to day management of the organisation is performed by a CEO who reports to the Arc Board. The CEO is supported by a senior management team accountable for operations of the organisation at both campuses.

The Marketing Department has 20 employees to undertake the communication, publishing and promotional functions of Arc@UNSW. The Marketing Department is a centralised service that is led by the Marketing, Membership, Venue & Events Manager. The Department has both a front office and back office function: it builds and promotes the organisation through managing its brand, producing promotional campaigns and publications, and through the organisation's website, public relations and communications.

KEY INTERNAL & EXTERNAL RELATIONSHIPS

Internal

- All Arc Staff
- Senior Designer
- Marketing & Publications Coordinator
- Marketing & Publications Manager
- Marketing, Membership, Venue & Events Manager
- Student designers

External

- UNSW Staff
- Printers, signage suppliers, etc.
- External advertising clients

POSITION DIMENSIONS

Budget

The position does not have budgetary accountability but needs to manage the work program for the position in a cost-effective manner.

REPORTING RELATIONSHIPS

The Digital/Graphic Designer reports to the Marketing and Publications Manager.

Manager

Marketing and Publications Manager

Other Reports to Manager

Senior Graphic Designer
Graphic Designer
Marketing and Publications Coordinator
Distribution Officer
Graphic Design Intern

Reporting to this Position:

Nil

KEY TASKS AND ACCOUNTABILITIES

- Take briefs from stakeholders to assess their communication objectives
- Prepare concepts, illustrations, design briefs or other visual representation to meet stakeholder requirements

- Assist and advise with campaign concepts and design
- Create and implement digital campaigns across various channels including website landing pages, web banners, eNews and social media in line with the Arc brand
- Manage the workload for effective scheduling to ensure work is completed in a timely manner
- Liaise with the Marketing Coordinator to design the layout of print and digital publications
- Provide creative support to the Marketing Department
- Create, design and typeset Arc communications including stationery, student diaries, brochures, flyers, lightboxes, digital media, event and promotional pamphlets as required;
- Be accountable for complying with health and safety policies, procedures, hazard reporting and safe work practices, by complying with the Arc WHS policy and procedures to actively participate in the achievement of a safe working culture.
- Ensure implementation of policy and procedures and guidelines to ensure best practice operational management, brand management and membership recruitment as directed by the Marketing & Publications Manager
- Develop inter-departmental relationships to facilitate better cooperation across the organisation
- Facilitate strong and productive relationships with key Arc stakeholders.
- Comply with Arc WHS & Injury Management policy and procedures to actively participate in the achievement of a safe working culture;
- Maintain an awareness of Arc's environmental policies and procedures minimising the impact of Arc's business on the environment.
- To undertake tasks as directed by the Senior Designer
- To undertake other tasks and duties as directed by the Marketing & Publications Manager

QUALIFICATIONS, KNOWLEDGE AND EXPERIENCE

Selection Criteria

- Minimum of 1-2 years experience in Graphic Design capacity;
- Advanced technical skills Adobe Creative Suite – (Dreamweaver Skills Highly Desirable);
- Thorough understanding of social media platforms and design aesthetics;
- A team player and the ability to work in a small, collaborative, fast paced environment with a proven ability to meet tight deadlines;
- Excellent written and verbal communication skills with a willingness to learn;
- Ability to work with clients to meet their communication objectives;
- Proven ability to work within a multidisciplinary team with demonstrable experience in managing multiple tasks;
- Ability to learn and take creative direction from more senior staff;
- Ability to work with key stakeholders to meet their communication objectives;

- Ensure timely delivery of all graphic design services;
- Sound knowledge or ability to rapidly acquire knowledge of guidelines, policies, procedures, systems and legislation, relevant to the role;
- Proven ability to work within a multidisciplinary team with demonstrable experience in managing multiple tasks, that may have impact beyond the work area, with the ability to plan, organise and prioritise work and resources to reach agreed successful outcomes;
- Demonstrated effective problem solving skills with the ability to interpret information, determine an appropriate course of action, provide sound advice, options or recommendations and review and redevelop to meet changing organisational objectives; and
- An understanding of University student's needs and an ability to effectively incorporate these to enable and achieve student enrichment.

Desirable

- A clever thinker when it comes to digital/social media;
- Knowledge of HTML and CSS;
- Knowledge of digital animation, such as GIF/Flash;
- Experience with CMS - such as WordPress;
- Any experience with mobile and app development; and
- Something we haven't even thought of – surprise us.

<u>AUTHORISATIONS</u>	
Direct Manager_____	
Signed_____	Date __/__/__
Employee_____	
Signed_____	Date __/__/__