



<b>Position Title</b>	Graphic Designer	<b>Date Approved</b>	October 2017
<b>Reports To</b>	Marketing Manager	<b>Location</b>	Sydney
<b>Employment Term</b>	Fixed Term Contract (12 months)		

<b>Position Purpose</b>	<p>This position is responsible for the quality delivery of design and will be an influential contributor to successful marketing and communications initiatives for CoAct and its Service Partners. Duties include providing expert-level corporate visual style direction, and overseeing the art direction and development of graphic concepts and production across a range of media channels including web, digital and print as well as events.</p> <p>The role is required to design and create visual concepts, to communicate ideas that inspire, inform, or captivate our multiple customer groups. The role will develop the overall layout and production <b>design</b> for advertisements, brochures, magazines, digital, video/animation and corporate reports.</p>
-------------------------	---

Key Accountability Areas		Key Responsibilities	Success Criteria
1	<b>Design</b>	<ul style="list-style-type: none"> <li>Translating positioning strategy and consumer insights into compelling sharp and effective graphic design</li> <li>Design of campaign concepts and program visual identities</li> <li>Development of templates for regular communication tools</li> <li>Manage the consistency of our Brands identity for each program</li> <li>Artistic ability to create designs which have different tones</li> <li>Creatively interpret complex and simple briefs with design to drive the business objective</li> <li>Design for mobile, web, and offline to ensure the best customer connection and engagement</li> <li>Design for multiple/different audiences i.e. youth, seniors, disability</li> </ul>	<ul style="list-style-type: none"> <li>Delivery of the projects on time and to business requirements</li> <li>Effective project management and communication</li> <li>Creative is delivered to brand guidelines</li> <li>Campaign objectives are met</li> <li>Positive internal customer satisfaction</li> <li>Creative changes are managed effectively and accurately.</li> </ul>

Key Accountability Areas		Key Responsibilities	Success Criteria
		<ul style="list-style-type: none"> <li>Collaborate with the Marketing team to provide expert knowledge on how they can optimise their campaigns through the best design approaches.</li> </ul>	
2	<b>Job Management</b>	<ul style="list-style-type: none"> <li>Manage creative job flow and delivery to meet agreed timelines across multiple programs</li> <li>Manage competing priorities with the use of process tools with cloud based tools and team weekly WIPS</li> <li>Make proactive updates as required and work with the team to manage scheduled creative deliverables</li> <li>Forecast job requirements and hours likely to complete a job</li> <li>Communications skills, to present concepts as well as liaise with internal and external stakeholders</li> <li>Proof reading of work to ensure accurate delivery of work with key changes</li> </ul>	<ul style="list-style-type: none"> <li>Work is managed by capacity and delivery requirements to deliver on time</li> <li>Hours tracking is managed to forecast and tracked</li> </ul>
3	<b>Relationship Management</b>	<ul style="list-style-type: none"> <li>Build strong, positive and effective relationships with key stakeholders in the team</li> <li>Ability to work collaboratively with freelance designers</li> </ul>	<ul style="list-style-type: none"> <li>Strong relationships are developed with key stakeholders, including Service Partners, and positive feedback is received</li> <li>Effective content delivery through management of internal and external resources</li> </ul>

SELECTION CRITERIA	
<b>Values</b>	Understanding of and commitment to living the Values of CoAct. You will share our vision and values, including a commitment to achieving quality employment outcome for the most disadvantaged job seekers.
<b>Competencies (and level within CoAct Competency Framework)</b>	<ul style="list-style-type: none"> <li>Attention to detail – Advanced</li> <li>Self-management - Advanced</li> <li>Project Management – Advanced</li> <li>Innovation - Advanced</li> <li>Communication - Intermediate</li> <li>Decision Making – Intermediate</li> </ul>

## SELECTION CRITERIA

	<p>Collaboration and Partnership – Intermediate</p> <p>Strategy – Intermediate</p> <p>Relationship Development - Intermediate</p> <p>Adaptability - Intermediate</p>
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• Self starter who has a passion for customer focused design</li> <li>• High Attention to detail</li> <li>• Proactive</li> <li>• Proven ability to manage creative delivery</li> <li>• Ability to work in a highly changing environment with multiple stakeholders</li> <li>• Ability to work with a team to deliver projects including with content writers and freelancers</li> </ul>
<b>Required Experience</b>	<ul style="list-style-type: none"> <li>• Ideally 5+ years in a similar role with a strong focus on digital creative and design principals</li> <li>• Design for email in template based tools like mailchimp</li> <li>• Strong experience in Adobe creative suite Indesign, Photoshop,Acrobate etc.</li> <li>• Preparation of artwork for digital and offset printing;</li> <li>• Expertise in social media systems</li> <li>• Flexibility, ability to cope with changing work demands</li> <li>• The ability to effectively prioritise and manage multiple projects and the times required for their production and delivery</li> </ul>
<b>Desirable Experience</b>	<ul style="list-style-type: none"> <li>• Experience in a NFP environment or working with community organisations</li> <li>• Experience in a member-based organisation</li> <li>• Digital animation development a significant advantage</li> <li>• Experience in the use of video editing software and or filming will be deemed favourable</li> <li>• Creative design for websites with a focus on mobile friend led design</li> </ul>
<b>Required Qualifications</b>	<ul style="list-style-type: none"> <li>• Design Qualification</li> </ul>

## COACT VALUES

At CoAct our values are:

- Leadership: The courage to shape a better future
- Collaboration: We believe in the power of many
- Creativity: We challenge ourselves to innovate by always thinking differently
- Respect: We value all those we work with and the contribution that they make
- Integrity: The confidence to act fairly, ethically and openly in all the we do