



## POSITION DESCRIPTION

TITLE:	GRAPHIC DESIGNER
REPORTS TO:	Marketing and Communications Manager
CLASSIFICATION:	Higher Education Worker Level 4
POSITION STATUS	Full time or part time
LOCATION:	Adelaide University – North Terrace Campus

### AUU MISSION

YouX exists primarily to:

- Provide amenities and services to its members; and
- To further the welfare of its members.

Further to its primary objects, it will endeavour:

- To be the main social, cultural, and support centre for all the students of the University of Adelaide;
- To represent the interests of the students of the University, individually and as a whole, to the University, government, and the community at large; and
- To ensure that its services are provided equitably across the major campuses of the University.

These objects will be achieved through a partnership of students, members, the University, and staff.

### PURPOSE OF POSITION

The Graphic Designer will support the delivery of core YouX services and programs that aim to provide an enjoyable, supportive, and balanced experience for students of the University of Adelaide through:

- i. promotion of the organisational brand
- ii. development of all YouX visual communications (internal/external)
- iii. maintaining and developing consistent brand messaging and application across the organisation.

### KEY RESULT AREAS AND RESPONSIBILITIES

Key result area:	Major activities:
Creation of Artwork	<ul style="list-style-type: none"><li>• Creating original assets using animation, illustrations, or other creative practices.</li><li>• Creating and producing images, logos, and campaign identities and artwork.</li><li>• Creating layouts for newsletters, brochures, corporate documents, signage, site layouts, and other print collateral and digital material.</li><li>• Contributing innovative and fresh ideas that meet creative briefs.</li><li>• Creating and managing the use of standard templates suitable for use across the organisation.</li><li>• Managing creative files and assets to ensure ease of access and use.</li><li>• Delivery of complete asset suites as requested for each campaign.</li><li>• Work in collaboration with other Designers as and when required.</li></ul>

<p>Communications and Promotion</p>	<ul style="list-style-type: none"> <li>• Identify internal and external target audiences for promotional material.</li> <li>• Develop and coordinate production of promotional material as required.</li> <li>• Arrange and negotiate contract terms, conditions, and deadlines with publishers and printers as required.</li> <li>• Edit and/or proofread material before publication and ensure the quality of the presentation.</li> <li>• Establish and oversee production quality and standards.</li> <li>• Recommend type, style, format, and medium for promotional and advertising material.</li> <li>• Liaise with the Marketing and Communications Manager to ensure correct implementation and consistency of use of the YouX brand in all material.</li> <li>• Maintain timely communications with YouX staff and stakeholders around the development and delivery of design projects.</li> <li>• Utilise new techniques, platforms, and forms of communication (including online) to ensure YouX remains active and relevant to its target audiences.</li> <li>• Ensure consistency of style and content in YouX communications and promotion.</li> <li>• Support recognition of YouX brand and ensure it is protected.</li> </ul>
<p>Participate in a positive culture</p>	<ul style="list-style-type: none"> <li>• Attend regular all-staff meetings as scheduled.</li> <li>• Meet regularly with the Marketing and Communications Manager, Marketing team and wider Student Engagement team</li> <li>• Voice views and concerns in a constructive manner.</li> <li>• Participation in quality improvement and training and development activities.</li> </ul>
<p>WHS</p>	<p>Ensure that the work environment and work practices adopted lead to good health and safety performance. This involves compliance with all relevant WHS Legislation, Codes of Practice Standards, Policies, Operating Procedures and work instructions and being actively involved in YouX WHS systems and procedures.</p> <p>In particular, all staff must:</p> <ul style="list-style-type: none"> <li>• Notify hazards incidents, accidents and injuries</li> <li>• Use plant and equipment in a safe manner</li> <li>• Actively participate in appropriate WHS training</li> <li>• Do nothing which puts themselves or others at risk of injury, or condone this behaviour in others.</li> </ul>

## SELECTION CRITERIA

Essential Criteria:	Desirable Criteria:
<p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• Tertiary qualifications in Graphic Design or an associated field. Or demonstrated equivalent experience in a similar role.</li> </ul> <p><b>Skills, experience, and knowledge</b></p> <ul style="list-style-type: none"> <li>• Experience in graphic design in both print and digital environments.</li> <li>• Experience in using design software including Adobe Creative Suite, Photoshop, Illustrator and InDesign.</li> <li>• Experience using a Mac for design purposes.</li> <li>• Experience in management and production of corporate promotional collateral.</li> </ul>	<p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• N/A</li> </ul> <p><b>Skills, experience, and knowledge</b></p> <ul style="list-style-type: none"> <li>• Ability to work with students and young people.</li> <li>• Knowledge and/or understanding of youth culture.</li> <li>• Basic capability with motion graphics.</li> <li>• Basic HTML.</li> <li>• Illustration capabilities.</li> <li>• Experience working with Canva.</li> <li>• Video editing and animation capabilities.</li> </ul>

- Experience in working to creative briefs.
- Experience in a marketing, communications or advertising environment.
- Ability to manage a varied workload without supervision.
- Ability to determine priorities, meet deadlines and respond to changing circumstances.
- Ability to use autonomy and initiative to develop and implement solutions.
- Ability to develop and maintain effective working relationships with key stakeholders, peers, and staff at all levels.
- Ability to anticipate needs and be proactive.
- Effective time management and organisational skills.
- Outstanding written and verbal skills.
- Ability to consult and negotiate.
- Ability to work as part of a small team.

## SPECIAL CONDITIONS

- The appointment will be subject to 6 months' probation. Continuation of the contract is conditional upon the achievement of performance objectives and the allocation of sufficient funding.
- The incumbent will be required to undertake an annual performance agreement with direct manager, using the YouX Performance Development process.
- Take personal responsibility for understanding and complying with YouX policies and procedures including WHS and equal employment opportunity.
- Possession of a current Class C Driver's Licence, willingness to drive and successful completion of required driver training.
- Out of hours work may be required. Time off in lieu will be negotiated.
- Travel between campuses may be required.