

Position Description

Details

Job title	Senior Graphic Designer	Team	Marketing and Communications
Reports to	Brand and Creative Services Manager	Job status	Permanent
Direct reports	Nil	Hours	Full Time
Effective	June 2022		

Our Vision and Mission

Our Vision	For every sick child to have the best possible health care, with access to world class research and clinical treatment in a healing environment	
Our Mission	We help save children's lives and work wonders for sick kids and their families	
Our Values	Accountability	We aim to deliver high impact results, are accountable for our actions and resources and communicate this openly and honestly
	Recognition & Respect	We are respectful in all our interactions and committed to recognising others and valuing their contributions
	Care	We care for everyone we impact – the children always come first
	Working Together	We selflessly support and trust each other and our teams, share our ideas and goals, work hard, have fun and celebrate our achievements
	Excellence & Innovation	We strive for excellence, encourage innovation and develop our skills to achieve our best

Key Relationships

Primary internal relationships	Children's Hospital Foundation staff – all departments
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The Person

Qualifications

- Tertiary qualification in digital design, visual communication or related degree/education or an equivalent combination of relevant experience and education.
- At least 3 years' experience as a Senior Graphic Designer within a creative agency or in-house creative team

Skills and Experience

- A portfolio demonstrating strong conceptual ability and a high level of craft as a designer, including a broad range of media.
- Experience in brand strategy, development, and implementation.
- Ability to deliver integrated advertising campaigns and creative projects from strategy and concept through to finished artwork.
- Experience working with internal stakeholders to understand brief, interpret and negotiate creative briefs.
- Experience designing across print, digital and social (including webpages, EDM and, animated assets). Strong knowledge and understanding of latest print and digital techniques and processes and ability to output finished artwork to specification.
- Possess strong conceptual skills, a high-level sense of design, layout, and typography, a broad thinker who can offer a variety of design solutions.
- Sound knowledge and experience in video editing and animation.
- Basic photography skills would be advantageous.
- Expert knowledge of Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere Pro, and Animate) and MS Office Suite.
- Experience with WordPress and email marketing platforms. Experience with HTML and CSS would be advantageous.
- Excellent project and time management skills with the ability to handle multiple projects within tight timeframes and perform under pressure. Good knowledge of project management systems would be advantageous.
- Demonstrated experience producing accurate and high-quality results within tight budget constraints.
- Excellent communication, interpersonal, and stakeholder engagement skills and a flexible approach when working in a team.
- Passion and enthusiasm for creative and innovative design – experience in a Not-for-Profit environment would be advantageous.
- Commercial awareness with the ability to understand varied audiences.
- Ability to research new creative approaches or techniques, and advances in technology.

- Ability to work autonomously with high attention to detail in a high-volume, fast-paced environment.
- Team player. Friendly, service-oriented, and solution-focussed, professional approach.

Job Purpose

Primary purpose of role

The Senior Graphic Designer is responsible for providing creative strategy, graphic design services and support for the brand and all campaign, product, service, and event marketing functions of the Foundation.

Key Responsibilities

Graphic Design

- Provide graphic design services across print, digital and social channels, including the development of animated assets for digital content and storyboarding for video production.
- Lead stakeholders through the development and refinement of design briefs, ensuring that their intents and preferences are well-defined prior to the design process.
- Provide advice on graphic design and multimedia content for use across a range of web, print and digital channels.
- Contribute design expertise to the development and planning of campaigns and other major initiatives, ensuring design approach appropriately complements the wider approach and best enables Foundation objectives.
- Provide webpage design for both corporate (WordPress) site and fundraising (Funraisin) sites.
- Provide EDM design solutions for email marketing campaigns and communications.
- Development of branded tools and templates to support key partners and internal stakeholders (using Microsoft Word and PowerPoint).
- Maintain Foundation brand guidelines and brand voice and act as one of the key brand guardians to ensure our brand identity is applied consistently across all executions.
- Management of CHF digital screen content via AppSpace platform.
- Ensure all creative produced adheres to brand guidelines, is delivered on time, and is of high quality in the context of the objectives of the campaign or project.
- Ensure all design work is provided to internal clients for their review and approval on time.

- Ensure all designs have a strong visual design principles, including composition, layout, information hierarchy, typography, colour etc.
- Rapidly iterate, creating multiple design solutions as required.
- Ensure all work is recorded and managed through internal systems including but limited to the production management system and the digital asset management system (Intelligence Bank - Marketing and Brand Hub).
- Management and curation of photography assets via the digital asset management platform (Intelligence Bank – Marketing and Brand Hub).
- In consultation with the Brand and Creative Services Manager, assist in the development of creative briefs for external suppliers and agencies.

Brand, Strategy and Planning

- Assist in the development, implementation, and maintenance of the brand identity guidelines of the organisation.
- Participate in the branding review as it relates to design.
- Provide creative strategy and concept development for integrated campaigns that support campaign objectives and align with the CHF brand.

Other

- Provide photographic support at key events (when required).
- Provide support to the broader marketing and communications team in servicing the internal clients within the Foundation.
- Build collaborative relationships across the organisation to understand requirements and formulate understanding.
- Other duties as required by management.

Work Health & Safety

- Comply with and champion all Children’s Hospital Foundation workplace health and safety policy and procedures.
- Take reasonable care at work to ensure your own and others’ safety.
- Report all known or observable hazards.

Competencies

Problem Solving

Uses rigorous logic and methods to solve difficult problems with effective solutions; probes all fruitful sources for answers; can see hidden problems; is excellent at honest analysis; looks beyond the obvious

Informing

Provides the information people need to know to do their jobs and to feel good about being a member of the team, unit and/or the organisation; Provides individuals information so that they can make accurate decisions; is timely with information

Peer Relationships

Can quickly find common ground and solve problems for the good of all; can represent his/her own interests and yet be fair to other groups; Can solve problems

with peers with minimum noise; is seen as a team player; easily gains trust and support of peers; encourages collaboration; can be candid with peers

**Functional
Technical
Skills**

Has the functional and technical knowledge and skills to do the job at a high level of accomplishment

Organising

Can marshal resources to get things done; can orchestrate multiple activities at once to accomplish a goal; uses resources effectively and efficiently; arranges information and files in a useful manner

**Action
Orientated**

Enjoys working hard; is action oriented and full of energy for the things he/she sees as challenging; not fearful of acting with a minimum of planning; seizes more opportunities than others

Other Considerations

The Children's Hospital Foundation is committed to child safety. The Working with Children (Risk Management and Screening) Act 2000 requires that people who work with children in certain categories of employment undergo the 'working with children' check. All Foundation employees must be eligible for a Blue Suitability Card, issued by the Department of Justice and Attorney-General. The issue and maintenance of a positive suitability notice is a requirement for continued employment at the Foundation.