

Graphic Designer (part-time) Position Description

Immediate supervisor: National Brand and Marketing Manager

Role conditions: two days a week; initially for a period of 6 months with the possibility of a permanent role

Primary Purpose:

The Graphic Designer will design collateral for online and print as part of the National Marketing Communications Team, which delivers materials to support national activities, events and Redkite Services.

The role is responsible for the design and layout of national communication materials under the direction of the Marketing and Brand Manager, including but not limited to newsletters, brochures, web pages and banners, email news & updates, advertisements, annual review, and information sheets.

The role will also involve brand management, brand guideline evolution, image management, and the editing and production of Redkite illustrations.

Key Result Areas:

- Graphic Design within brand guidelines
- Digital marketing activities
- Brand management

Duties & responsibilities:

1. Responsible for design and layout of national communication materials under the direction of the Marketing Manager, including but not limited to the annual review, newsletters, brochures, email news & updates, and information sheets.

2. Brand Management

Assist the National Brand and Marketing Manager with co-ordination of brand management and marketing activity:

- Brand, logo and collateral approval coordination
- Staff training workshops and induction in use of brand and logos
- Logo and brand guidelines dispersal to third parties
- Being a brand guardian on behalf of Redkite, maintaining correct logo usage and adhering to brand guidelines both internally & externally.

3. Web updating

- Work with Marketing Coordinator on content for website
- Update content using the CMS
- Manage and edit images for website
- HTML programming as required

4. Image Management and Editing

- Ensure that all images used are done so with appropriate permissions
- Edit images as required for print and web

5. Illustrations

- Produce new illustrations within brand guidelines
- Manage the use of illustrations

6. Work as part of the national Redkite team

- Attend staff, department and team meetings
- Contribute new ideas and to discussions
- Assist other teams when time allows

Key performance Indicators:

1. Effective design for a range of audiences within brand guidelines
2. Deliver collateral within deadlines
3. Working with team members to ensure effective and timely delivery of marketing and communications collateral
4. Operate as an effective member of the team and work effectively with State team members

Personal Attributes:

1. Team Player with a 'can do' attitude
2. Creative
3. Highly motivated
4. Flexibility
5. Understanding & willingness represent Redkite at events as an integral member of the team as required – sometimes after normal work hours.

Key Competencies:

1. Excellent design skills and knowledge of Adobe design applications
2. Knowledge of latest web technologies and industry trends, html knowledge preferable
3. Ability to communicate effectively with a wide range of people
4. Attention to detail, accuracy and sensitivity
5. Ability to work to deadlines in a busy environment - working on multiple projects at any given time.
6. Empathy for the cause and the ability to work with supporters of all backgrounds – from board members, corporate supporters, volunteers, through to families with a child with cancer.

Experience:

1. Demonstrated experience in producing materials for print and online, on time and managing printers
2. Demonstrated experience in working with a team
3. Excellent knowledge of Adobe Creative Suite
4. Tertiary qualifications in Graphic Design
5. Working in an 'in-house' marketing agency is desirable