

#  **Position Description**

#  **Graphic Designer**

**Position Title:** Graphic Designer

**Organisation Unit:** Marketing

**Type of Employment:** Permanent Part-Time (0.4FTE)

**Classification:** Marketing

**Remuneration:** To be discussed

**Further Information:** Devon Holloway, Marketing & Student Recruitment Manager (dholloway@chc.edu.au, 07 3347 7910)

## **BACKGROUND**

CHC is a distinctively Christian Higher Education provider that is focused on the holistic development of students, practical learning, high student support, and fostering a vibrant student community. The College is continually seeking to increase its influence in QLD and beyond through dynamic and well-communicated marketing material.

The CHC Marketing and Student Recruitment department is a small team that works in a collaborative and flexible way to achieve great marketing outcomes. For this reason, the graphic designer will play an integral role in both the development, design and execution of print, merchandise, photography, signage and more. This role is perfect for someone that is looking for a position with variety that allows them to take initiative with the potential for future growth.

CHC has recently rebranded, and our new graphic designer will continue the roll out of this brand across external marketing assets and internal documents, further enhancing the brand in innovative and creative applications, while ensuring brand consistency is upheld.

## **SCOPE OF THE POSITION**

Within the organisational structure of CHC, the Graphic Designer reports directly to the Marketing & Student Recruitment Manager and collaborates actively with academic and administration staff across the College community.

## **DUTY STATEMENT**

* Graphic Design of CHC marketing material, both digital and physical, as well as merchandise, campus signage and any other internal or official documents.
* Photography (Event photography, campus life, photo shoots for marketing material).
* Coordinating with suppliers to get quotes to produce printing, merchandise, and signage.
* Coordinating with CHC staff to develop the content for marketing material.
* Adapting and finishing copy for the development of marketing material.
* Adapting and integrating content into CHC communications.
* Depending on experience, may be called upon to help with planning or executing videography.
* Depending on experience, may be called upon to help with website editing.
* Creative or other initiatives as directed by the marketing & student recruitment manager.

**SELECTION CRITERIA**

The successful candidate will possess:

* Ability to think outside the box to create dynamic designs, while still holding true to the presentation of the CHC brand as outlined in the CHC Style Guide.
* Ability to reflect on the audience for a project and deliver appropriate messaging and imagery.
* Ability to understand ‘big picture’ marketing campaigns and assist in the development of content for these campaigns.
* Ability to work with a range of vendors and suppliers, gather and present the information to enable the marketing & student recruitment manager to make final purchasing decisions.
* Confidence to work autonomously and independently, including setting up meetings with staff as needed to gather content for projects.
* Excellent oral and written communication skills to deal with both staff, students, and external bodies at all levels.
* A commitment to reflecting diversity in their work.
* Self-motivation, excellent time management, and organization skills.
* Evening and some weekend work may be necessary to fulfill job responsibilities.

## **USE OF EQUIPMENT/PROGRAMS**

During the performance of duties, the Graphic Designer is expected to operate the following:

* Multiple Adobe suite programs such as Illustrator, InDesign, and Lightroom/Photoshop etc
* Mailchimp
* DSLR camera
* Google Drive, Docs and Sheets
* Microsoft Word, Outlook and Excel
* A variety of web browsers
* Other technology as marketing campaigns are developed

**Personal Qualities**

* Mature Christian character.
* Active involvement in a local church.
* Innovation and creativity.
* Proactive and able to manage projects independently
* Previous experience producing marketing materials/campaigns for medium-sized organisation
* Willingness to collaborate and brainstorm with the marketing team.
* Willingness and ability to accept responsibility and to work with minimal direction.
* Commitment to support the vision and strategic directions of CHC.

## **WORKPLACE HEALTH AND SAFETY**

All employees have an obligation to comply with CHC’s workplace health and safety policies, procedures and instructions to ensure a safe workplace.

## **EQUAL OPPORTUNITY**

CHC is an equal opportunity employer. All employees are required to be aware of and demonstrate a commitment to the principles of equal opportunity in the workplace.

## **STAFF DEVELOPMENT**

All employees are required to participate in staff training and development activities to assist in the achievement of individual/work objectives.

### **Qualifications**

* Some tertiary qualifications preferred but not mandatory
* A portfolio of work will be requested with your application