

**POSITION DESCRIPTION**

**Position title:** Graphic Designer (Mid-weight)  
**Department:** Marketing, Communications & Membership  
**Reporting to:** Brand and Marketing Manager  
**Supervises:** Nil  
**Employment type:** Full Time  
**Classification:** Level 5  
 The University of Sydney Union Industrial Agreement 2001  
**Conditions:** 35 hours per week;  
 May include some weekends and nights as dictated by business requirements

**Purpose**

To manage the Design activities on a day-to-day basis, produce high-level print and digital design solutions on time and to brief, maintain brand guidelines and standards, advise on future trends and directions, attend and contribute during meetings, liaise directly with USU Stakeholders and external suppliers, prepare presentations and present design work, complete design administration tasks, manage print production, and brief and manage freelance creatives.

<b>POSITION ACCOUNTABILITY STATEMENTS (PAS)</b>		
<b>Key Result Areas</b>	<b>Key Tasks</b>	<b>Key Performance Indicators</b>
Creative design	<ul style="list-style-type: none"> <li>Produce high-level design solutions for all USU departments, according to briefs received and USU brand guidelines, ensuring professional advice and guidance is given in confirming the brief</li> <li>Establish conceptual and stylistic direction of creative solutions and manage them to completion</li> <li>Conduct research and apply new trends and design directions that resonate with the youth market</li> <li>Develop and prepare presentations</li> <li>Organise meetings and present creative work to Stakeholders</li> <li>Manage feedback and revisions</li> </ul>	<ul style="list-style-type: none"> <li>All briefs are solved with a high level of creativity</li> <li>Promotional/key messages are communicated clearly within each campaign</li> <li>All work is completed on time and to brief</li> <li>All meetings are organised, and pro-active, relevant contributions are made</li> <li>All revisions are managed within agreed timelines</li> <li>All work receives positive feedback from the marketing team, students and USU Stakeholders via surveys and direct feedback</li> <li>Results show that design solutions positively contribute to achieving set marketing targets and outcomes</li> </ul>

<p>Digital development</p>	<ul style="list-style-type: none"> <li>• Contribute effectively to the development and execution of departmental digital initiatives, including website development, email communication and social media</li> <li>• Produce high-level design solutions for digital channels, according to briefs received and USU guidelines</li> <li>• Conduct research and apply new trends and design directions that resonate with the youth market</li> </ul>	<ul style="list-style-type: none"> <li>• All work demonstrates an innovative high-quality level of design</li> <li>• All work receives positive feedback from the marketing team, students and USU Stakeholders via surveys and direct feedback</li> <li>• Results show that design solutions positively contribute to agreed marketing targets and outcomes</li> </ul>
<p>USU brand compliance</p>	<ul style="list-style-type: none"> <li>• Effectively apply USU brand guidelines throughout all design work</li> <li>• Regularly maintain and update USU brand guidelines</li> <li>• Ensure brand guidelines are correctly deployed throughout the Organisation, including print, digital, and signage</li> <li>• Ensure brand guidelines are correctly applied by external parties</li> <li>• Provide advice and guidance to all stakeholders in ensuring consistent application of brand guidelines</li> </ul>	<ul style="list-style-type: none"> <li>• 100% brand consistency is achieved across all marketing material</li> <li>• USU brand is effectively deployed at all key USU events</li> <li>• Brand guidelines are correctly applied by external parties</li> <li>• Brand guidelines are consistently up to date</li> <li>• Surveys show an increase in brand awareness</li> <li>• Stakeholders pro-actively seek help when wanting to brand material and documents</li> </ul>
<p>Design administration</p>	<ul style="list-style-type: none"> <li>• Manage and maintain Arts Server design filing system</li> <li>• Manage and update USU image library</li> <li>• Manage external suppliers, including printers and creative freelancers according to USU budget</li> <li>• Establish and maintain an up to date, preferred supplier contact list</li> <li>• Manage, organise and maintain the design resource library according to USU budget</li> <li>• Ensure the Design area is organised and well maintained</li> <li>• Attend regular one-on-ones with Brand &amp; Marketing Manager and keep Manager up to date with workflow, key issues and any other relevant information</li> </ul>	<ul style="list-style-type: none"> <li>• All design jobs are packaged properly and correctly filed within the Arts Server</li> <li>• USU Image library is updated and well maintained</li> <li>• Design resource library is updated and well maintained</li> <li>• External suppliers and freelancers are well managed and contact list is up to date</li> <li>• Design area is well maintained</li> <li>• All meetings are attended as required</li> <li>• Clear regular communication with Brand &amp; Marketing Manager is maintained</li> </ul>
<p>Stakeholder engagement</p>	<ul style="list-style-type: none"> <li>• Develop and foster productive working relationships with all Stakeholders</li> <li>• Communicate and liaise effectively across all departments</li> <li>• Provide balanced representation across all USU departments</li> <li>• Attend and actively contribute during meetings as required and relevant</li> </ul>	<ul style="list-style-type: none"> <li>• Positive Manager and Stakeholder feedback received direct feedback</li> <li>• All meetings are attended and contributed to as required</li> </ul>

<p>Work Health &amp; Safety (WHS)</p>	<ul style="list-style-type: none"> <li>• Conduct all work in a safe manner</li> <li>• Comply with all WHS policies, procedures and instructions</li> <li>• Report all incidents and hazards immediately to Supervisor and People &amp; Culture Department</li> <li>• Use and maintain safety devices and personal protective equipment correctly</li> </ul>	<ul style="list-style-type: none"> <li>• All incidents and hazards reported immediately</li> <li>• All WHS instructions, policies and procedures complied with</li> </ul>
<p>Demonstrate commitment to the department and USU as a whole</p>	<ul style="list-style-type: none"> <li>• Shows a willingness to assist others, both within own department and in other areas</li> <li>• Forthcoming with ideas</li> <li>• Performs other reasonable duties as requested by Supervisor</li> <li>• Interacts with team and other stakeholders in a professional, respectful, polite and courteous manner</li> </ul>	<ul style="list-style-type: none"> <li>• Responsive to requests</li> <li>• Willing to assist in times when the area is short staffed</li> <li>• Attends and interacts constructively at meetings</li> <li>• Takes an interest in the challenges faced and contributes ideas/ suggestions to make improvements</li> <li>• All interactions are professional, respectful, polite and courteous</li> </ul>

#### Essential Criteria

- Qualification in Graphic Design from a recognised institution
- Minimum 4+ years design experience in an agency or recognised organisation
- Work portfolio that shows creative and effective high-quality design solutions across a broad range of projects for both print and digital medium
- Appreciation and understanding of youth focused brands, trends and design
- Strong branding, identity, design and typographic skills
- Ability to multitask, be highly organised, and work autonomously or in a team
- Excellent attention to detail
- Ability to develop creative solutions within brand guidelines
- Ability to handle pressure and manage workload in order to deliver to tight deadlines
- Strong understanding of print production
- Strong knowledge of digital platforms, including popular social channels
- Highly proficient on a Mac platform
- Advanced skills in Adobe Creative Suite (InDesign, Photoshop and Illustrator)
- Professional, positive and proactive attitude
- Proven ability to build positive relationships with stakeholders and colleagues

#### Desirable Criteria

- Experience working in the youth market or on youth brands
- Strong illustration capabilities
- Website design experience
- Knowledge of motion graphics (Final Cut Pro/ Premiere Pro/ After Effects)
- A demonstrated passion for youth culture
- Proficient with Microsoft Office
- Experience working for a non-profit organisation

#### Physical Requirements



- Required frequently: sitting, standing, walking, lifting above shoulder height, lifting up to 5 kilograms

Compiled by: Brand and Marketing Manager Date: July 2021

Authorised by: Director, People & Culture Date: July 2021

Current Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_