

JOB DESCRIPTION – LEAD GRAPHIC DESIGNER

Job ID: Job title: Award/agreement: Location: Supervisor: Reports:	CDO003 Lead Graphic Designer Graphic Arts, Printing and Publishing Award [MA000026] Harry Perkins Institute of Medical Research Nedlands and Murdoch Communications Manager [CDO011] 0
---	--

ACCESS AND SECURITY

- *Building RFID card with photo ID*
- *IT Systems, Office 365 and Adobe Creative Suite*

POSITION SCOPE

As Lead Graphic Designer you will be responsible for developing visual elements for our brand, communication, fundraising and community initiatives. You will create fundraising and marketing materials and assets and produce on-brand, effective design solutions for the organisation, including print, digital and video communications. You will oversee the Graphic Designer – Events although this role will work independently.

Competencies (<i>skills, knowledge and abilities</i>)	Behaviours (<i>conducts themselves</i>)	Goals
Project Management skillset with ability to solve problems	A creative story teller who thrives under pressure and takes on a challenge	Responsible for quality of own work, subject to routine audit and inspection
Expert skills in adobe creative suite	Loves working on multiple things.	Plans own work in consultation with Event Production and Fundraising Teams.
Strong photographic, video and editing skills	Dedication to perfection	Able to adhere to Standard Operating Procedures (SOPs), guidelines and other protocols.
Experience in translating design to customer impact and success	Adaptable and team player	Sound attention to detail and ability to maintain basic records.

Primary duties and responsibilities

1. Develop and design artwork to support external and internal communications and fundraising campaigns, within brand guidelines
2. Source and create engaging content that inspires target audiences for print and digital publications, social media, advertising and website
3. Capture still and video images as required and prepare for publication

JOB DESCRIPTION – LEAD GRAPHIC DESIGNER



4. Liaise with external stakeholders and suppliers
5. Contribute to setting, and work to and oversee deadlines of creative briefs
6. Develop and update social media visual content
7. Create electronic communications including newsletters and direct mail
8. Design merchandise and event specific items
9. Be part of a wider creative team that contributes to strengthening the Harry Perkins brand
10. Mentor other graphic designers working in the team and manage the creative production schedule
11. Collaborate with the Events and Fundraising team to implement fundraising campaigns, events, projects, and other marketing initiatives.
12. Support the growth of the brand through the development of marketing collateral and assets that promote, educate, and engage.
13. Identify and develop innovative graphic design strategies and approaches.
14. Design and coordinate concept and film promotional packages for the Perkins
15. Postproduction video graphic work, including adding supers/animated overlays and subtitles to footage

Essential skills

- Demonstrated experience in both print and digital design aimed at a different audiences.
- Flexible approach to duties along with the ability to work under pressure.
- Exceptional organisation skills, confident in managing multiple projects with competing deadlines, whilst maintaining high quality output
- Customer-focused with strong communication and negotiation skills
- Strong problem-solving skills
- Collaborative, self-motivated and dedicated to team's success
- Demonstrated ability to work independently as well as with a team.
- Interpersonal skills to communicate, influence and negotiate with a wide range of stakeholders.
- Expert proficiency in Adobe Creative Suite using Mac hardware
- Strong photographic, video and editing skills.
- Solid understanding of printing and finishing methods and producing high quality, print-ready artwork.

Desirable skills

- Website editing skills
- Experience in the not-for-profits sector

Qualifications

- Tertiary qualifications or equivalent in Graphic Design or equivalent experience

JOB DESCRIPTION – LEAD GRAPHIC DESIGNER



Eligibility

- Australian Citizen or eligible to lawfully work in Australia.
- Current National Police Clearance (within the last 3 months).

COMPLIANCE

Perkins Values

All staff members are to adhere to the Perkins Values perkins.org.au/about-us/vision/

Workplace Health and Safety

All supervising staff are required to undertake effective measures to ensure compliance with the *Work Health and Safety Act 2020 (WA)* and related Perkins requirements.

All staff must comply with requirements of the *Work Health and Safety Act (2020)* and all reasonable directives given in relation to health and safety at work, to ensure compliance with Perkins and Legislative health and safety requirements.

Details of the safety obligations can be accessed at intranet.perkins.org.au/policies/human-resources-policies/ (Only available to Perkins staff).

Equity and Diversity

All staff members are required to comply with the Perkins' Code of Conduct and Equity and Diversity principles. Details of the Perkins policies on these can be accessed at intranet.perkins.org.au/policies/human-resources-policies/ (Only available to Perkins staff.)

Document Control Sheet

Version Control	Documented Change	Date/Time	Authority
V 1.0	Initial Document Tabled	06/7/2022	Tabled by Paul Harrison
V 2.0	Competencies and behaviours and update	16/11/2022	Lisa King