

JOB DESCRIPTION – GRAPHIC / MULTIMEDIA DESIGNER

Job id:	CDO015
Job title:	Graphic / Multimedia Designer
Job type:	Permanent, Full-time
Award/agreement:	Graphic Arts, Printing and Publishing Award
Location:	Harry Perkins Institute of Medical Research Nedlands
Supervisor:	CDO011 Communications Manager
Reports:	0

Access and security

- Building RFID card with photo ID
- IT Systems and Office 365 with Adobe and graphic design suites

Position scope

The Graphic and Multimedia Designer will be responsible for developing brand-aligned visual elements for the communication, fundraising and community engagement functions of the Perkins. You will create fundraising and marketing materials including, but not limited to, print, digital, video and animation communications.

Competencies (<i>skills, knowledge and abilities</i>)	Behaviors (<i>conducts themselves</i>)	Goals
Professional, creative eye for graphic design manipulation skills set.	A creative storyteller who thrives under pressure and takes on a challenge	Create visually appealing and engaging designs across the community engagement functions
Understanding of branding and marketing principles and be able to create designs that align to Perkins brand identity	Take initiative to identify opportunities for improving design output and collaborating with others.	Ensure that all designs are consistent with branding guidelines and marketing objectives
Have experience creating multimedia production, including video and audio editing and engaging visual content.	Focused on meeting needs of business and align to goals and objectives.	Drive engagement and achieve marketing objectives through multimedia.
Ability to translate client brief to finished product that achieves success	Loves working in different media on multiple projects and one time and is organized to meet deadlines.	Meets task objectives in consultation with internal client teams.

Strong digital animation and image creation.	Can understand and transform concepts into meaningful design assets	Impeccable attention to detail and ability to maintain basic records.
Capable of managing design projects that includes timelines, deadlines and communication and feedback models	Able to adapt to changing project requirements and timelines.	Meet timelines, create strong working relationships and meet project deliverables.
Expert skills in Adobe Creative Suite, especially Animate, Premiere Pro, InDesign, Photoshop	Adaptable, professional team player	Adheres to Standard Operating Procedures (SOPs), guidelines and other protocols

Primary duties/responsibilities

1. Develop and design artwork to support external and internal communications and fundraising campaigns, that align with and strengthen Perkins brand to promote, educate and engage
2. Source and create engaging content that inspires target audiences for print and digital publications, social media, advertising and website
3. Create digital animation, still images and video assets that depict complex concepts or stories to publication- or broadcast-ready standard
4. Liaise with external stakeholders and suppliers
5. Collaborate with all teams to meet creative and functional objectives relating to social media visual content, newsletters, direct mail, fundraising initiatives, merchandise and event-specific outputs
6. Identify and develop innovative graphic design strategies and approaches.
7. Other duties as required.

Essential skills

- Demonstrated experience in designing assets aimed at a different audiences
- Demonstrated experience in animation concept, design and output
- Flexible approach to duties along with the ability to work under pressure
- Good organisation skills, able to manage multiple projects with competing deadlines, while maintaining high quality output
- Interpersonal skills to communicate, influence and negotiate with a wide range of internal and external stakeholders
- Good problem-solving skills
- Collaborative, self-motivated and dedicated to team's success
- Demonstrated ability to work independently as well as with a team
- Expert proficiency in Adobe Creative Suite using Mac hardware
- Strong photographic, video, animation and editing skills

Desirable skills

- Website editing skills
- Experience in the not-for-profits sector
- Understanding of printing and finishing methods and producing high quality, publication-ready artwork.

Eligibility:

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

Experience:

- Substantial relevant design experience at an appropriate level.

Qualifications:

- University or TAFE qualifications in Graphic Design or related field.

Compliance:

Perkins Values

All staff members are to adhere to the Perkins Values <https://www.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	Created the PD	7 March 2023	Comms Manager – RS
V 2.0 R	Updated PD	7 March 2023	HR Manager – LK