

Position Description

Position Description Overview	
Position Title	Senior Graphic Designer
Position ID Code	CDO003
Work Area, Division	Communications, Community Engagement
Reports To	Senior Manager, Community
Direct Reports	Graphic Designer
Award	Graphic Arts, Printing and Publishing Award

Proudly Perkins	
Our Vision	A pioneering Western Australian medical research institute improving health outcomes globally.
Our Purpose	Helping people live healthier, longer lives.
Our Values	
Respect	Respect is at the core of our organisation. We treat everyone in our diverse community with honesty, integrity and respect.
Innovation	We are a talented group of like-minded individuals at the forefront of modern medical research, using our creativity and the latest technology in our relentless quest for medical breakthroughs.
Passion	We bring a passion and commitment to every aspect of our work.
Collaboration	We recognise the power of working closely with each other and our collaborators to achieve the outstanding results for which we strive.

Diversity and Inclusion Statement
At the Perkins, we value, embrace, and celebrate the strength of our diverse experiences, thoughts, and beliefs. We are committed to a safe, equitable and inclusive culture where every person can innovate and thrive. This enables us to deliver pioneering research that improves global health outcomes.

Position Purpose
The Senior Graphic Designer is responsible for crafting compelling, visually impactful designs that convey the importance of supporting medical research. Through thoughtful and strategic visual storytelling, the role aims to elevate the charity's brand and profile, enhance donor engagement, and drive fundraising efforts. This role requires the ability to translate often complex information into clear, motivating and actionable messages that resonate with diverse audiences.

Position Outcomes and Key Goals
<ol style="list-style-type: none"> 1. Enhance supporter engagement and contributions. 2. Strengthen and unify the organisation's brand identity. 3. Support and amplify projects, campaigns and events.

Position Title	Version	Date Approved	Responsible Manager	Responsible Executive	Approved
Senior Graphic Designer	3	07/02/2025	Senior Manager, Community	Chief Engagement Officer	Chief People Officer

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Key Duties/Accountabilities

1. Create innovative and visually appealing graphic designs for a variety of platforms including digital, print and social media to effectively communicate the charity's mission and campaigns.
2. Work closely with the communications and fundraising teams to conceptualise and execute design strategies that enhance donor engagement and campaign effectiveness.
3. Maintain and enhance the organisation's visual identity, ensuring consistency and coherence across all materials in line with the charity's branding guidelines.
4. Design compelling materials for fundraising campaigns, including brochures, flyers, newsletters, photography, video and digital content that resonate with target audiences and motivate action.
5. Create promotional materials for events, such as invitations, banners and digital assets that align with the events' themes and goals, ensuring high visibility and participation.
6. Produce engaging graphics and visual content for the website, email marketing campaigns, corporate communications and social media platforms to boost online presence and interaction.
7. Stay updated with the latest trends in graphic design and nonprofit marketing to keep the charity's visual communication fresh, relevant, and effective.
8. Efficiently manage timelines and deliverables for multiple projects simultaneously, ensuring that all design elements are completed on time and to high standards.
9. Provide leadership to the Graphic Designer, mentoring them in their development and managing their workload and output, including providing feedback and signing off content.
10. Solicit and incorporate feedback from team members and key stakeholders to refine designs and ensure that all materials meet the needs and expectations of the charity.
11. Complete other duties as requested by supervisor and/or manager.

Selection Criteria – Qualifications, Licences, Skills, Knowledge, Experience

1. Tertiary qualification in relevant discipline (degree in graphic design, visual communication or similar), or equivalent knowledge gained through a combination of education, training and/or experience.
2. Significant experience working as a graphic designer.
3. Expertise in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro) and familiarity with web design tools and platforms.
4. Knowledge of how branding and marketing principles apply to design, particularly in the context of raising awareness and fostering engagement in a nonprofit environment.
5. Ability to clearly articulate design concepts and rationales and collaborate effectively with diverse teams including marketing, fundraising and external vendors.
6. Solid photographic, video and editing skills.
7. Strong understanding of printing and finishing methods required to produce high quality, print-ready artwork.
8. Experience in managing projects from inception to completion, meeting deadlines, and coordinating with multiple stakeholders, often in a fast-paced environment.
9. The capacity to generate unique ideas for new campaigns, and the ability to adapt and innovate within the constraints of brand guidelines and budget.
10. High attention to detail to ensure that all communications represent the organisation professionally and accurately to build brand trust and credibility.
11. A genuine interest in medical research and a commitment to the goals of the charity
12. Ability to manage, mentor and inspire other graphic designers in the team
13. Satisfactory National Police Certificate.

Special Requirements

1. After-hours work may be required in this position from time to time.

Key Working Relationships

1. Senior Manager, Community, Graphic Designer and Communications team.
2. Chief Engagement Officer.
3. Community Engagement team.

Work Health and Safety

1. Take reasonable care for the health and safety of self and others. This includes taking appropriate actions to avoid, eliminate or minimise hazards.
2. Act honestly and report all incidents, hazards, and injuries immediately.
3. Comply with any reasonable instruction given, or policy or procedure administered, by the Perkins that supports the Perkins to provide a safe work environment.
4. Use equipment and materials as trained and required, and according to the manufacturer's instructions.
5. Actively promote a positive safety and health culture, demonstrating attention to physical, mental, emotional, cultural and psychological safety.

Professional Development

1. Accept responsibility for updating knowledge and skills related to professional practice.
2. Actively participate in performance feedback, reflecting on own performance and growth opportunities.
3. Contribute to the creation of development and performance goals.