

Position Description



HARRY PERKINS INSTITUTE
OF MEDICAL RESEARCH

Position Description Overview	
Position Title	Graphic Designer
Position ID Code	CDO015
Work Area, Division	Communications, Community Engagement
Reports To	Senior Graphic Designer
Direct Reports	Nil
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 Graphic Designer is responsible for developing brand-aligned visual elements for the communication, fundraising and community engagement functions of the Perkins. This position creates fundraising and marketing materials including, but not limited to, print, digital, video and animation communications.

Position Outcomes and Key Goals
<ol style="list-style-type: none">1. Enhance response to fundraising and community engagement functions by creating visually appealing designs that encourage audiences to take an action.2. Contribute to the Perkins brand objectives by ensuring alignment with brand identity guidelines and displaying impeccable attention to detail.

Position Title	Version	Date Approved	Responsible Manager	Responsible Executive	Approved
Graphic Designer	3	31/03/2025	Senior Graphic Designer	Chief Engagement Officer	Chief People Officer

Key Duties/Accountabilities

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 websites.
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 key stakeholders to meet creative and functional objectives relating to social media visual content, newsletters, direct mail, fundraising initiatives, merchandise and function-specific outputs.
6. Identify and develop innovative graphic design solutions and approaches.
7. Meet timelines, project deliverables and task objectives in consultation with internal client teams.
8. Maintain basic filing and record-keeping of all design projects.
9. Complete other duties as requested by supervisor and/or manager.

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

1. Relevant tertiary qualification (Certificate IV in Graphic Design) or equivalent industry experience.
2. Demonstrated experience in designing assets aimed at different audiences with experience in print, web, animation, digital and multimedia concept, design and output.
3. Good organisation skills with a flexible approach to duties and the ability to manage multiple projects with competing deadlines, while maintaining high quality outputs.
4. Good interpersonal skills with the ability to communicate, influence and negotiate with a wide range of internal and external stakeholders.
5. Good problem-solving skills.
6. Demonstrated ability to work independently with self-motivation as well as collaboratively as part of a team dedicated to shared success.
7. Expert proficiency in Adobe Creative Suite using Apple Mac hardware.
8. Strong photographic, video, animation and editing skills.
9. Website editing skills (desirable).
10. Satisfactory National Police Certificate.

Special Requirements

Nil

Key Working Relationships

1. Senior Graphic Designer, Senior Manager Community and wider Communications Team.
2. Community Engagement team members.
3. Researchers.
4. External production suppliers.

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.