



POSITION DESCRIPTION

Position:	7315 Marketing Design Assistant
Work Area:	Clinical Trials
Classification:	Level 4
Supervisor:	6697 Participant Outreach Coordinator

OUR VISION

To create a better tomorrow.

OUR PURPOSE

To transform lives through learning and knowledge in every place we operate and with every community we serve.

OUR VALUES

Integrity, community, sustainability.

For further information about UniSC, visit us online: usc.edu.au/about

OVERVIEW OF UniSC CLINICAL TRIALS

UniSC has established a world class Clinical Trials business unit which builds the region's collective clinical research capacity and delivers innovative and regionally relevant research in consultation with key stakeholders, including local healthcare professionals, pharmaceutical executives, and other key thought leaders.

PRIMARY OBJECTIVES OF THE POSITION

1. Collaborate with the Participant Outreach Coordinator and relevant team members to support the development of marketing collateral for awarded clinical trials.
2. Support the successful advertising campaigns across various advertising platforms (e.g., Meta, Reddit, TikTok, LinkedIn, YouTube, Google Ads and UniSC clinical trials website).
3. Demonstration of graphic design skill to contribute to the development of high quality, engaging graphics and content for a wide range of marketing platforms.

NATURE AND SCOPE OF POSITION

Under the routine direction of the Participant Outreach Coordinator, the Marketing Design Assistant will support the Clinical Trials Marketing and Recruitment teams in their work. Demonstrating graphic design skills to produce high quality, engaging graphics and content for a wide range of marketing platforms including newsletters, social media, websites and much more.



KEY ACCOUNTABILITIES OF THE POSITION

1. Collaborate with the Participant Outreach Coordinator and relevant team members to support the development of marketing collateral and key messaging for clinical trials awarded to UniSC Clinical Trials network of sites.
2. Identify appropriate communication channels to reach target audiences and support successful advertising campaigns across various advertising and marketing platforms (e.g., Meta, Reddit, TikTok, LinkedIn, YouTube, Google Ads and UniSCwebsite).
3. Access and prepare reports to analyse the performance of campaigns across a variety of platforms and be able to assess their effectiveness, and develop solutions to mitigate issues and identify solutions
4. Perform moderation across social media platforms to educate, promote community engagement and minimise brand, reputational harm.
5. Work with the recruitment team in a collaborative manner to provide information and education to potential participants who engage across our social media platforms.
6. Produce high quality and engaging graphics and content for a wide range of marketing platforms including social media, newsletters, websites etc. to engage participants and other stakeholders.
7. Contribute to a positive and safe work environment for you and others, by modelling and promoting conduct that is culturally capable, inclusive, respectful, and ethical.

KNOWLEDGE SKILLS AND EXPERIENCE NECESSARY

Applicants need to demonstrate they meet the following **Selection Criteria**:

1. A relevant degree in Marketing, Communications or Graphic Design with subsequent experience, or a combination of relevant work experience and education/training;
2. High level oral and written communication skills, and strong attention to detail.
3. Experience with social media management across a wide range of platforms;
4. Organisational and administrative/project and event management skills, including the ability to operate independently within established frameworks and guidelines while prioritising competing work demands and meeting deadlines;
5. Ability to exercise sound judgement in dealing confidently and sensitively with people; and
6. Demonstrated skills and experience with Photoshop, InDesign, Illustrator, and Premiere Pro essential.
7. Demonstrated graphic design skills and understanding of corporate branding, layout, colour theory and typography in both print and digital media.
8. This position will require occasional travel around the region and between campuses for meetings and events as needed.

Additionally, in accordance with UniSC's Staff Code of Conduct – Governing Policy, all staff are expected to display professional behaviour, communicate respectfully, and perform their duties responsibly.

A position description is not intended to limit the scope of a position but to highlight the key aspects of the position. The requirements of the position may be altered in order to meet the changing operational needs of UniSC.

UniSC is committed to creating a work and study environment that values diversity, facilitates equitable access and full participation.