

Position Description

Senior Creative

Position No:

Business Unit: Marketing, Digital & Insights

Division: Future Growth

Department: Marketing, Digital & Insights

Classification Level: HEO7

Employment Type: Ongoing

Campus Location: Bundoora

Other Benefits: <http://www.latrobe.edu.au/jobs/working/benefits>

Further information about:

La Trobe University - <http://www.latrobe.edu.au/about>

Position Context/Purpose

The Senior Creative, Brand & Campaigns is a key role in the Creative & Production team. The role is to take briefs and develop creative solutions to them. You must be a passionate problem solver, with a love of innovation and a strong background in delivering high quality brand and marketing creative.

As a Senior Creative, you'll be responsible for creative leadership across a selection of projects and campaigns. In this particular instance, you'll also have a distinctive skillset in art direction and design. You will take a brief and work through innovative creative concepts that will deliver on the objectives of the task at hand. You will then refine your work into something that plays out across all the channels and variations required. You'll help support our Production and Design teams to deliver on your creative concepts with guidance, a point of view and attention to detail. You will collaborate with our whole Marketing team to produce ambitious and innovative work for our clients. You'll need to take the reins and help us build and nurture our brand, our audience and our various stakeholders.

The Senior Creative will have a strong knowledge of the La Trobe brand and how it translates to all formats and channels. They will use a strategic approach to review previous campaigns and always strive to improve, based on data and insights. The role will keep the La Trobe brand and marketing goals at the forefront of all projects, working with all clients and stakeholders to achieve their goals.

Duties at this level will include:

- Receiving and responding to briefs from stakeholders/clients and building out production plans including ongoing stakeholder management and balancing of multiple projects
- Oversee the creative development of strategic communication solutions and ideas across all media with a particular focus on art direction
- Supporting the delivery of final creative via our Design and Production teams via briefing, guidance and attention to detail. Approval of creative product at despatch.
- Knowledge of best practice, trends, specs and market data to inform creative decisions. Share industry knowledge, popular culture and trends to ensure everyone keeps up to date.
- Overseeing the work of external suppliers to deliver on your creative projects
- Work closely with the Director of Brand & Creative and Head of Design & Production, to ensure accurate estimating and management of your projects.
- Work with the Director of Brand & Creative to identify new opportunities from within existing workstreams
- Review, analyze and showcase learnings from projects to the wider La Trobe team, driving continual improvement

Essential Criteria

Skills and knowledge required for the position

- A degree with substantial extension of the theories and principles, learned through experience; or a range of management experience; or postgraduate qualifications, or progress towards postgraduate qualifications with extensive relevant experience; or an equivalent alternate combination of relevant knowledge, training and/or experience.

- Demonstrated experience in creating and delivering content aligned with short-term and long-term marketing/brand targets.
- Excellent written and verbal communication skills and a high degree of creativity.
- Demonstrated capacity to analyze, interpret and translate complex material into engaging stories and excellent research skills.
- Demonstrated experience managing and controlling budgets/resources/funding and an understanding of financial management procedures.
- Demonstrated experience in managing production projects including working with video, animation, photography and related disciplines.
- Demonstrated knowledge of best practice social, digital and advertising media communications.
- High degree of computer literacy, including Office, Adobe Suite, workflow program and internet skills.
- Excellent interpersonal skills and a demonstrated ability to establish and maintain effective professional relationships.

Capabilities required to be successful in the position

- Knowledge of own strengths, weaknesses and biases – modifying behaviour, based on self-reflection and feedback, to respond to others with empathy and act on feedback to improve knowledge, skills and behaviour.
- Ability to work collaboratively, demonstrate inclusivity and tailor communication in a way that is meaningful to the audience – consistently modelling accountability, connectedness, innovation and care.
- Demonstrated creative and critical thinking, ability to generate ideas to solve local problems and recommend improvements to current work practices.
- Ability to make sense of data to inform decision making – implementing ideas to improve local practices.

Essential Compliance Requirements

To hold this La Trobe University position the occupant must:

- hold, or be willing to undertake and pass, a Victorian Working With Children Check; AND
- take personal accountability to comply with all University policies, procedures and legislative or regulatory obligations; including but not limited to TEQSA and the Higher Education Threshold Standards.

Other Information

The position description is indicative of the initial expectation of the role and subject to changes to University goals and priorities, activities or focus of the job.

Position Flexibility

La Trobe University is committed to providing a diverse, inclusive and respectful working environment for all staff. We offer flexible work arrangements that can assist you in balancing your work and other responsibilities.

Why La Trobe:

- Develop your career at an innovative, global university where you'll collaborate with community and industry to create impact.
- Enjoy working on our inspiring and stunning campuses – the perfect hub for industry, students and academics
- Help transform the lives of students, partners and communities now and in the future

This is more than just a job. Working at La Trobe offers opportunities to demonstrate excellence and transform lives.

Here, you'll join exceptional people, partners and communities, who power our operations with ambition and purpose.

We are forward-looking and culturally inclusive. We continuously review, improve and transform our processes to embrace new, flexible approaches. That means you'll always have the opportunity to succeed and make a difference.

La Trobe's Cultural Qualities:



We are accountable

We strive for excellence in everything we do. We hold each other and ourselves to account, and work to the highest standard.



We are connected

We connect to the world outside – the students and communities we serve, both locally and globally



We are innovative

We tackle the big issues of our time to transform the lives of our students and society.



We care

We care about what we do and why we do it. We believe in the power of education and research to transform lives and global society. We care about being the difference in the lives of our students and communities

For Human Resource Use Only

Initials:

Date: