POSITION DESCRIPTION

Position Title: Graphic & Multimedia Designer
Organisation Unit: Faculty of Business, Economics and Law
Position Number: 3031801
Type of Employment: Full-time, Continuing
Classification: HEW Level 6

THE UNIVERSITY OF QUEENSLAND

The University of Queensland (UQ) contributes positively to society by engaging in the creation, preservation, transfer and application of knowledge. UQ helps shape the future by bringing together and developing leaders in their fields to inspire the next generation and to advance ideas that benefit the world. UQ strives for the personal and professional success of its students, staff and alumni. For more than a century, we have educated and worked with outstanding people to deliver knowledge leadership for a better world.

UQ ranks in the world's top universities, as measured by several key independent ranking, including the Performance Ranking of Scientific Papers for World Universities (43), the US News Best Global Universities Rankings (52), QS World University Rankings (47), Academic Ranking of World Universities (55), and the Times Higher Education World University Rankings (65). UQ again topped the nation in the prestigious Nature Index and our Life Sciences subject field ranking in the Academic Ranking of World Universities was the highest in Australia at 20.

UQ has an outstanding reputation for the quality of its teachers, its educational programs and employment outcomes for its students. Our students remain at the heart of what we do. The UQ experience – the UQ Advantage – is distinguished by a research enriched curriculum, international collaborations, industry engagement and opportunities that nurture and develop future leaders. UQ has a strong focus on teaching excellence, winning more national teaching excellence awards than any other in the country and attracting the majority of Queensland's highest academic achievers, as well as top interstate and overseas students.

UQ is one of Australia's Group of Eight, a charter member of edX and a founding member of Universitas 21, an international consortium of leading research-intensive universities.

Our 50,000-plus strong student community includes more than 13,000 postgraduate scholars and more than 12,000 international students from 144 countries, adding to its proud 240,000-plus alumni. The University has about 7,000 academic and professional staff and a $1.8 billion annual operating budget. Its major campuses are at St Lucia, Gatton and Herston, in addition to teaching and research sites around Queensland and Brisbane city. The University has six Faculties and four University-level Institutes. The Institutes, funded by government and industry grants, philanthropy and commercialisation activities, have built scale and focus in research areas in neuroscience, biomolecular and biomedical sciences, sustainable minerals, bioengineering and nanotechnology, as well as social science research.
UQ has an outstanding track-record in commercialisation of our innovation with major technologies employed across the globe and integral to gross product sales of $11billion+ (see http://uniquest.com.au/our-track-record).

UQ has a rapidly growing record of attracting philanthropic support for its activities and this will be a strategic focus going forward.

Organisational environment

The Faculty of Business, Economics & Law incorporates the UQ Business School, the School of Economics, the TC Beirne School of Law, the Australian Institute for Business & Economics (AIBE) and the Centre for the Business & Economics of Health (CBEH).

The Faculty has the largest population of domestic and international students within UQ. Students are enrolled in a myriad of single and dual undergraduate programs – either within the Faculty or across any of the other faculties – and many more postgraduate suites of programs.

Programs are offered at the St Lucia campus as well as offshore and in association with international education providers. The Faculty also offers a range of quality Executive Education and Professional Development programs.

Information about the Faculty may be accessed on the Faculty’s web site at http://www.bel.uq.edu.au.

Information for Prospective Staff

Information about life at UQ including staff benefits, relocation and UQ campuses is available at - http://www.uq.edu.au/current-staff/working-at-uq

DUTY STATEMENT

Primary Purpose of Position

To graphic design and produce marketing and communications collateral, assets and multimedia solutions for the Faculty, which provide new and compelling ways to attract, engage and grow awareness with our audiences.

Duties

Duties and responsibilities include, but are not limited to:

- Design creative artwork and manage production for a variety of print and digital assets and publications including prospectus guides, annual reports, brochures, posters, flyers, advertisements, merchandise, e-banners, infographics and related promotional materials.
- Prepare original and template-based designs and artwork for print publications and/or web/multimedia/digital projects.
- Conceptualise and produce multimedia/digital content for large and small scale projected LCD and interactive screens.
- Manage deployment and timely scheduling of digital multimedia content and assets to suit target audience.
- Photography and/or video planning, production and editing, and subsequently categorise, catalogue and manage image and video content library.
- Source appropriate university and/or stock images for inclusion in marketing collateral and digital content assets.
- Colour correct and manipulate digital images to ensure the production of high quality design resources in electronic or print format.
- Liaise with production supervisor and stakeholders/clients to interpret and implement design briefs.
- Liaise closely and build positive relationships with stakeholders, central marketing design team, printers, external graphic designers, creative agents, etc. to facilitate the efficient production of high quality assets.
- Prepare digital print-ready artwork files and liaise with printers to manage entire print process and ensure efficient output.
- Accountability for the final product/assets, ensuring it is accurate, fit for purpose and on brand.
- Own the consistent implementation of the University Corporate Identity and Branding Guidelines to all materials produced ensuring brand integrity.
- Schedule projects and manage workload with consideration for priority and time constraints.
- Maintain familiarity with contemporary and best practice graphic design and digital technologies and provide advice accordingly.
- Perform other design duties as requested by the Assistant Manager, Marketing & Communications and the Senior Manager, Strategic Marketing & Communications.

Other
Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including:

- the University's Code of Conduct
- requirements of the Queensland occupational health and safety (OH&S) legislation and related OH&S responsibilities and procedures developed by the University or Faculty
- the adoption sustainable practices in all work activities and compliance with associated legislation and related University sustainability responsibilities and procedures

Organisational Relationships
The position reports to the Assistant Manager, Marketing and Communications.

SELECTION CRITERIA

Essential

- Completion of a degree or diploma in design or graphic arts or related area, with subsequent relevant and recent experience in marketing/communications/related activities; or an equivalent combination of education/training and/or experience.
- Demonstrated ability to devise original design concepts for a variety of applications, evidenced by a strong portfolio showcasing work.
- Proven extensive expertise with design applications, particularly Adobe Creative Suite i.e. InDesign, Illustrator and Photoshop, and knowledge of the use of Microsoft Office Suite, Vision6 and Drupal; or the demonstrated ability to rapidly acquire such knowledge.
• Demonstrated experience with digital design and multimedia/digital publications including interactive PDFs; and demonstrated experience with, and understanding of, pre-press requirements.
• Confident in photography and/or video planning, production and editing skills, with significant experience and ability to operate a digital SLR camera and expertise in After Effects and Premiere Pro or equivalent.
• A high level of creative flair with the ability to express this whilst adhering to corporate identity parameters; including a basic understanding and knowledge of marketing and communications techniques and methodologies in the higher education or commercial environment.
• Strong desire to produce high quality work and willingness to own the end result.
• Ability to prioritise own workload, work autonomously and within a dynamic team environment, and adhere to tight production deadlines, whilst maintaining a flexible approach to changing priorities and competing deadlines.
• Ability to take initiative, think proactively and be highly motivated with a client service ethos.

Desirable
• Experience with website maintenance, design and/or development.
• Copy writing, proof reading and editing skills, including accuracy with spelling, punctuation, grammar and style.
• Photography/photographer

The University of Queensland values diversity and inclusion and actively encourages applications from those who bring diversity to the University. Please refer to the University’s Diversity and Inclusion webpage (http://www.uq.edu.au/equity) for further information and points of contact if you require additional support.

Accessibility requirements and/or adjustments can be directed to the contact person listed in the job advertisement.