# POSITION DESCRIPTION

**Position Title:** Graphic & Multimedia Designer

**Organisation Unit:** ARDC (RDS) - PVCRI

**Position Number:** 3067574

**Type of Employment:** Graphic & Multimedia Designer

**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 CWTS Leiden Ranking (32), the Performance Ranking of Scientific Papers for World Universities (40), the US News Best Global Universities Rankings (42), QS World University Rankings (47), Academic Ranking of World Universities (54), and the Times Higher Education World University Rankings (66). Excluding the award component, UQ is now ranked 45th in the world in the ARWU, and is one of the only two Australian universities to be included in the global top 50.

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 53,000-plus strong student community includes more than 16,400 postgraduate scholars and more than 17,000 international students from 135 countries, adding to its proud 260,000-plus alumni. The University has more than 6,600 academic and professional staff (full-time equivalent) and a $2.15 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+.

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 Australian Research Data Comms (ARDC) is funded by the Australian Commonwealth Government. The funding has been provided through the National Collaborative Research Infrastructure Strategy (NCRIS) as part of the 2016 National Research Infrastructure Roadman.

The University of Queensland has been contracted by the Commonwealth Government to support the ARDC, along with the University of Melbourne, and Monash University. The ARDC replaces three projects – ANDS through Monash University, NeCTAR through the University of Melbourne, and RDS through the University of Queensland.

The vision of the ARDC (www.ardc.edu.au) is to provide Australian researchers with a competitive advantage through data.  In pursuit of this goal the ARDC Engagements team works with current and prospective partners on international, national, and local levels to communicate capabilities, identify challenges, develop solutions, build communities, and promote best practice in activities relating to ARDC's data, platform, infrastructure, and skills programs.

Information about the Faculty and the School may be accessed on the Faculty's web site at [http://www.uq.edu.au](http://www.uq.edu.au)/faculty-school.

**Information for Prospective Staff**

Information about life at UQ including staff benefits, relocation and UQ campuses is [available online](#).

# DUTY STATEMENT

**Primary Purpose of Position**

To graphic design and produce marketing and communications collateral, assets and multimedia solutions to provide new and compelling ways to attract, engage and grow awareness with the audiences of the Australian Research Data Commons.

**Duties**

Duties and responsibilities include, but are not limited to:

- Provide high quality graphic design services including designing creative artwork and templates and managing production for a variety of print and digital assets and publications including guides, reports, brochures, posters, flyers, email newsletters, advertisements, merchandise, banners and e-banners, infographics and related promotional materials.

- Prepare original and template-based designs and artwork for print publications and/or web/multimedia/digital projects.
- Manage deployment and timely scheduling of digital multimedia content and assets to suit target audience.
- Provide advice and assistance to ARDC staff for a variety of print and design products.
- Photography and/or video planning, production and editing, and subsequent categorisation, cataloguing and management of image and video content libraries.
- Source appropriate 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 closely and build positive relationships with stakeholders, communications and engagement teams, printers, external graphic designers, creative agents, etc. to facilitate the efficient production of high-quality assets.
- Liaise with Communications and Marketing Manager, partners, and stakeholders (including senior management) to interpret and implement design briefs.
- Prepare digital print-ready artwork files and liaise with printers to manage entire print process and ensure efficient output.
- Accountability for the final products/assets, ensuring it is accurate, fit for purpose and on brand.
- Own the ARDC Corporate Identity and Branding Guidelines and monitor material on the ARDC website(s) and other online and printed material to ensure consistent implementation of the guidelines in 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 ARDC Marketing & Communications Manager.

Other
- Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including but not exclusive to:
  - 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 Institute/School
  - the adoption of sustainable practices in all work activities and compliance with associated legislation and related University sustainability responsibilities and procedures
  - requirements of the Education Services for Overseas Students Act 2000, the National Code 2007 and associated legislation, and related responsibilities and procedures developed by the University

**Organisational Relationships**

The position reports to the ARDC Manager, Marketing and Communications.

# SELECTION CRITERIA

- 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 and Google Office Suites; 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.
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## *Desirable*

- Experience with website maintenance, design and/or development.
- Experience with Salesforce
- Copywriting, proofreading 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](#) for further information and points of contact if you require additional support.*

*This role is a full-time position; however flexible working arrangements may be negotiated.*

*Accessibility requirements and/or adjustments can be directed to [recruitment@uq.edu.au](mailto:recruitment@uq.edu.au).*