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POSITION DESCRIPTION

Content Producer/Graphic Designer

Faculty/Division	Arts, Design & Architecture
Classification Level	Professional 6
Hours & Span (Category)	G - Administrative, Clerical, Computing, Professional & Research Staff
Position number	00189206
Shiftwork status	NOT SHIFTWORKER
Allowances	NA
On call arrangements	NA
Original document creation	1 September 2024

Position Summary

The Culturally Nourishing Schooling (CNS) project is a three-year practice/research informed program to better engage and support the education of Aboriginal and Torres Strait Islander students. The collaborative project between universities, local communities, and schools, aims to establish a culturally focused and strengths-based program that supports whole school change. The overarching focus of this project is the professional learning of a critical mass of informed teachers and school leaders, Aboriginal families, and communities in the support of sustainable improvements in the educational outcomes of Aboriginal and Torres Strait Islander students. The project is directly supported by a range of key stakeholders including local AECG committees, collaborating research schools, the New South Wales Department of Education, the Paul Ramsay Foundation, and the National Indigenous Australians Agency (NIAA).

The project focuses on a range of whole school, community, and pedagogic interventions. A core stream of activity includes five integrated strategies within schools over the course of each school year. These interventions are to be undertaken in collaboration with teachers and support their engagement in collaborating with Aboriginal staff, including Aboriginal Education Officers, Cultural Mentors, and communities. This is with a view to transform curriculum and teaching and to optimise

learning and instruction in ways that resonates with students interests and needs.

The Content Producer/Graphic Designer role will assist creation of visual communication outputs specific to the annual CNS Symposium to take place in November, CNS external communications as well as supporting related activities.

The role reports to Associate Professor Kevin Lowe and has nil direct reports.

Accountabilities

Specific accountabilities for this role include:

- *Work collaboratively with the CNS project team to support the communications, publicity, and visual documentation of the CNS Symposium.*
- *Provide creative support in the form of visual communication design and strategy for CNS.*
- *Contribute to content creation from CNS research for use across various channels (e.g. internal e- newsletter, external newsletter(s), social media, annual reports, and website).*
- *Create of event copy and assets, such as PowerPoints, event brochures, posters, and related materials for internal and external communications.*
- *Work with existing CNS visual designs and develop quality design concepts in accordance with UNSW standards across multiple mediums including but not limited to print, screen based, video, digital, table device, mobile, and large format etc.*
- *Oversee and ensure correct usage of UNSW branding guidelines and determine and implement creative design standards and priorities.*
- *Visually document the Symposium proceedings, with stills photography and audio and video recording/filming and later editing content.*
- *Coordinate multiple design projects at one time and ensure design and production quality control, and deadlines are met.*
- *Use discretion and initiative in applying procedures within area of responsibility, in line with UNSW policies and procedures.*
- *Align with and actively demonstrate the [Code of Conduct and Values](#)*
- *Cooperate with all health and safety policies and procedures of the university and take all reasonable care to ensure that your actions or omissions do not impact on the psychosocial or physical health and safety of yourself or others.*

Skills and Experience

- *A relevant tertiary qualification and substantial experience or an equivalent level of knowledge gained through any combination of education, training and experience.*
- *Proven ability to generate creative concepts for effective and innovative visual communication.*
- *Advanced skills in the Adobe Creative Suite with knowledge of Indesign, Photoshop, Illustrator, Canva, and Video Editing platforms.*
- *Skills in stills in photography, video, audio recording and editing.*

- *Demonstrated experience developing content for different target audiences, and produce promotional copy and content for social media channels and websites.*
- *Strong attention to detail.*
- *Ability to adhere to cultural protocols and experience/knowledge of the cultural sensitives relevant to Aboriginal and Torres Strait Islander peoples, stories, and content.*
- *Excellent time and workload management skills, with a demonstrated ability to respond to changing priorities, manage multiple tasks, and meet competing deadlines and achieve required outcomes with attention to detail.*
- *An understanding of and commitment to UNSW's aims, objectives and values in action, together with relevant policies and guidelines.*
- *Knowledge of health & safety (psychosocial and physical) responsibilities and commitment to attending relevant health and safety training.*

Pre-employment checks required for this position

- *Australian work rights and Identity check.*

About this document

This Position Description outlines the objectives, desired outcomes, key responsibilities, accountabilities, required skills, experience and desired behaviours required to successfully perform the role.

This template is not intended to limit the scope or accountabilities of the position. Characteristics of the position may be altered in accordance with the changing requirements of the role.