



SENIOR GRAPHIC DESIGNER (RACM)

Role Description

The Team

The Marketing team sits within the Destination & Audience pillar and is responsible for maximising visitor engagement in Arts Centre Melbourne's enriching performing arts offer. Through the delivery of creative campaigns and content and the facilitation of seamless digital experiences, the team attracts and engages audiences with our brand, performances, exhibitions, experiences and services.

The Project

As the proud gateway to the Melbourne Arts Precinct, together with the Victorian Government, we're Reimagining Arts Centre Melbourne as a centrepiece of the Melbourne Arts Precinct Transformation – a city-changing project that will cement Melbourne's unique positioning as Australia's cultural and creative capital.

The Role

The primary purpose of this role is to support the Reimagining Arts Centre Melbourne project team in creating exceptional, brand-led design work, with an emphasis on the wayfinding and signage in the Theatres Building (under the Spire).

Type	Full Time
Reports to	Creative Lead - Design
Direct Reports	N/a
Salary	Arts Centre Melbourne Enterprise Agreement 2022 Band 3.3
Key Relationships	<i>Internal:</i> Reimagining Project Team, Marketing, Strategic Communications, Development, Strategic Partnerships, Programming, Presenter Services, People & Culture, Visitor Experience, IT, Finance <i>External:</i> Customers, Presenters, External Media and Creative Agencies, Artists/Illustrators, Photographers, Printers and Fabricators, Producers, Industry and Community Organisations
Delegation	Financial and people delegations as per current policy.
Location	Arts Centre Melbourne premises (subject to potential relocation)
Other	SGA Employee under the ACM Enterprise Agreement 2022 Satisfactory completion of a National Police Check required You will hold valid working rights in Australia (subject to verification)

Your capabilities

- **Change Agility** – you work well in an environment characterised by high levels of change: adapting, learning and applying skills quickly.
- **Sustainable Creative Practice** – you create and choose from a number of strategic options and make decisions to deliver the most impactful strategic outcome.
- **Collaboration** – you work with others to achieve outcomes – involving the right skill, perspectives, abilities and expertise.
- **Accountability** – you achieve required goals and outcomes both personally and for the organisation.
- **Coaching** – you continuously develop yourself and others.
- **Being Inclusive** – you act in a way that is inclusive and provides an environment of access and equity

Your qualifications and experience

- A tertiary degree in Communication Design or Graphic Design.
- At least 8 years of experience in a creative agency or in-house studio, leading brand, signage, and campaign projects, as well as managing specialist partners and suppliers (e.g., printers, signage specialists).
- Senior-level expertise in creative design and technical skills for both print and digital, with a keen eye for detail in typography, layout, and producing effective design solutions.
- Extensive experience in developing and adhering to brand guidelines.
- Proficiency in signage design, including place-making and wayfinding, with strong fabrication knowledge. Able to conduct site audits, oversee installations, and manage defect reporting and rectification.
- Extensive experience in project management of design projects from concept to production. Skilled in organising and managing timelines, project inputs, outputs, and delivery requirements, with a strong ability to maintain documentation and work efficiently under tight deadlines. Proficient with project management software (e.g., Asana).
- Comfortable presenting to internal teams and clients.
- Able to work independently with both internal and external stakeholders to plan and deliver design packages, including location plans, graphic specifications, sign templates, and standards. Skilled at resolving issues and proposing fabrication and installation solutions, with an ability to value-engineer when necessary.
- Confident in responding to briefs, addressing heritage requirements, and liaising with external clients and suppliers.
- Proficient in Apple Mac systems and advanced knowledge of Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Acrobat).

In the role you will

Accountabilities:

- Responsible for leading large-scale creative projects or sectors or categories of creative work, including but not limited to:
 - State Theatre heritage signage project – this involves the design, project management and production specification/management of site-specific replacement wayfinding, brand and statutory signage for the Theatres Building and Arts Centre Melbourne precinct.

- Branding and Design: Creating exceptional branded solutions (print, digital, social and signage/environmental) for the Reimagining Arts Centre Melbourne team and Capital Campaign teams at Arts Centre Melbourne.
- Brand Standards: Establishing and maintaining design guidelines, setting the standard for typography, colour, imagery, and overall visual approach, ensuring consistency across the organisation. Training other team members on brand guidelines and asset use. Providing accurate and authoritative advice to ensure required outcomes.
- Design Production: Overseeing production of a wide range of design materials, from fabrication signage, to collateral, stakeholder presentations, publications.
- Trend Analysis: Keeping abreast of the latest design trends and competitive landscape to continuously refine and elevate the Arts Centre Melbourne's visual and brand strategy.
- Project Management of external specialists including printers and fabricators.
- Accountable for upholding the Arts Centre Melbourne brand standards across the organisation and providing advice on brand guidelines. This includes setting the standard for typography, colour, imagery, and overall visual approach, ensuring consistency across all communications.
- Operational excellence. Expected to work autonomously and manage multiple projects simultaneously, ensuring exceptional design solutions are delivered, deadlines are met, and projects remain on brief and on budget.
- Required to resolve creative project issues through skilled judgement and a solutions focused approach.
- In this role, you will develop, foster, and manage strong relationships with internal and external stakeholders. This includes internal clients, management, team members; and external design agencies, brand teams and specialist suppliers (production). These relationships are key to ensuring internal and external brand assets are accurately represented; Marketing/Design messaging is compelling, effectively communicated, and accessible; and production standards are consistently high. Forming strong internal relationships ensures projects meet their intended business goals and the values of Arts Centre Melbourne. Fostering and managing external stakeholders assists with production timings, artwork approvals, competitive pricing and public perception of the Arts Centre Melbourne brand.

Decision making:

- Under the broad direction of the Creative Lead – Design exercise a high level of autonomy and make tactical decisions under pressure to achieve the accountabilities and business goals
- Be required to balance the often-competing enquiries and immediate demands of internal and external stakeholders.
- Make decisions and request amendments to ensure all outputs are in accordance with Arts Centre Melbourne established brand guidelines.
- You will represent the interests of Arts Centre Melbourne in managing relationships with presenters, partners, agencies and customers.

Working environment/physical requirements:

- Undertake general office work with a strong emphasis on the use of computers and digital technology.
- Be required to undertake the tasks and requirements detailed in the relevant job task analysis.
- Be required to work across multiple venue sites and office locations.
- Be required to be on site/attend events outside work hours from time to time.
- Work hours in accordance with your employment type and the Arts Centre Melbourne Enterprise Agreement 2022.

You demonstrate our values

- **Leadership**
- **Creativity**
- **Accountability**
- **Equity & Inclusion**