



## Position description

### Multichannel Graphic Designer

Position number	50208400
Department/Unit	ClimateWorks Australia, Monash Sustainability Institute
Faculty/Division	Provost and Senior Vice-President
Classification (salary rates)	HEW level 6
Employment type	Full-time
Work location	Level 1, 41 Exhibition St, Melbourne
Date document created or updated	03/02/16

### Organisational context

**Monash** is a university of transformation, progress and optimism. Our people are our most valued asset, with our academics among the best in the world and our professional staff revolutionising the way we operate as an organisation. For more information about our University and our exciting future, please visit [www.monash.edu](http://www.monash.edu)

The **Provost and Senior Vice-President** is the Chief Academic Officer of the University and is responsible for: setting the University's academic strategy and priorities with view to improving the education and research performance of the University; oversight of faculties, academic-related portfolios and University-wide centres and institutes; oversight of academic staffing including recruitment, development, reward and recognition, policies and procedures; strategic leadership for the delivery of academic programs; identifying and cultivating interdisciplinary areas of excellence and collaboration.

The **Monash Sustainability Institute** (MSI) aims to improve the understanding and the interplay between society and the environment, to generate the knowledge needed to solve related complex, interdisciplinary problems, and to develop policy, management and technology options. MSI is committed to delivering solutions to key sustainability challenges through promoting and facilitating research, embedding sustainability into education programs and partnering with government agencies, industry, philanthropic organisations and other universities to continue to conduct and produce research and education that leads to meaningful impacts for a more sustainable Australia.

**ClimateWorks Australia** is an independent, research-based, non-profit organisation committed to catalysing reductions in greenhouse gas emissions in Australia. Since its establishment in 2009 by the Myer Foundation and Monash University, ClimateWorks has built a reputation as a trusted, credible and fact-based broker by working in partnership with leaders from the private, public and non-profit sectors. ClimateWorks' projects combine robust analysis and research with clear and targeted engagement that have a demonstrated impact at a local, national and international level.

ClimateWorks Australia's goal is to achieve a substantial reduction in greenhouse gas emissions in Australia. It strives to achieve this goal through two main lines of activities:

- Research focused projects to identify gaps and opportunities for achieving a zero-carbon economy.
- Action focused projects to catalyse action through engagement with key industry and government stakeholders.

### Position purpose

Responsible for delivering complete visual design solutions, the Multichannel Graphic Designer will work on concept design through to finished art for all new promotional materials across any channel. This includes

creative content for campaign eDMs, online banners, print advertisements, publications, infographics, social media posts, animation, multi-media applications, video and web pages.

The position is responsible for interpreting complex information and tailoring the communication message in order to most effectively engage the desired audience across a range of mediums.

The role is also accountable for ensuring compliance with ClimateWorks' brand guidelines and applying professional design principles that reflect the strategic communications objectives of the organisation.

**Reporting line:** The position reports to the Head of Engagement who will provide general supervision.

**Supervisory responsibilities:** Not applicable.

**Financial delegation and/or budget responsibilities:** Not applicable.

## Key responsibilities

1. Provide and be responsible for the delivery of high quality graphic design and visual communication solutions that can be applied to a broad range of applications including print, digital and video applications in response to defined strategic marketing and communication objectives.
2. Apply imagination, creativity and practicality to the development of innovative solutions that address and solve complex communication problems.
3. Work creatively within the organisation's brand guidelines to deliver effective communications that utilise the brand elements, typography, layout and imagery to enhance engagement and understanding with the target audience.
4. Interpret, conceptualise and develop solutions to communications briefs in ways that can be measured on their effectiveness, expressing the desired and prominent messaging.
5. Ability to make recommendations about the best medium to effectively engage the target audience on a specific topic/project.
6. Establish and enhance strong working relationships with key internal and external stakeholders in order to ensure a high standard of service based on quality, time and cost imperatives.
7. Develop and maintain knowledge of new design tools, software, technologies and design trends to ensure currency of design solutions and relevance to target audiences.
8. Identify opportunities for improvement in ClimateWorks visual communications, and contribute ideas and creative solutions.
9. Develop and maintain templates in line with ClimateWorks brand guidelines for use by ClimateWorks staff, including PowerPoint, Word, and Indesign.
10. Contribute to the development of a new brand identity that includes developing a visual identity through images and graphic elements.

## Key selection criteria

### Education/Qualifications

1. The appointee will have:
  - a degree in a relevant field with subsequent relevant experience, or
  - extensive experience and specialist expertise or broad knowledge in Graphic Design or
  - an equivalent combination of relevant experience and/or education/training.

### Knowledge and Skills

2. Proven experience in working creatively with, and adhering to, the representation of strong corporate or commercial brands for the purposes of marketing services, or high value products.
3. Experience and demonstrable success in developing visual communication and design solutions that are targeted to defined audiences.
4. Proficiency in graphic design software applications, including Adobe Creative Suite (InDesign, Photoshop, Illustrator and Acrobat), Final Cut Pro (or equivalent), audio editing and a range of MS software applications.
5. Highly-developed communication skills, including the ability to interpret complex information and tailor the communication output to be clear, engaging and professional.
6. Demonstrated ability to apply visual storytelling principles in a range of mediums, including video.
7. Excellent organisational skills and demonstrated ability to manage competing demands, including the ability to set priorities, manage time, plan work to meet deadlines and maintain a high degree of accuracy and excellent attention to detail.
8. Demonstrated experience in employing best practice user experience principles is also desirable.

## Other job-related information

Domestic and international travel may be required.

Overtime and/or out of hours work may be required from time to time.

## Legal compliance

Ensure you are aware of and adhere to legislation and University policy relevant to the duties undertaken, including: Equal Employment Opportunity, supporting equity and fairness; Occupational Health and Safety, supporting a safe workplace; Conflict of Interest (including Conflict of Interest in Research); Paid Outside Work; Privacy; Research Conduct; and Staff/Student Relationships.