|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Division:** | | *ABC Commercial* | Position Title: | *Digital Designer* | |
| **Department:** | | ***ABC Retail*** | **Classification:** | ***Band 5 Admin/Professional*** | |
| **Location:** | | *Ultimo* | **Position No:** | ***P406708*** | |
| **Reporting to:** | | ***Commercial Marketing Manager,***  ***ABC Commercial*** | **Approval:** | ***13/04/2017*** |  |
| **Purpose:** | To create, design, format, co-ordinate and distribute graphic designs for ABC Commercial channels including ABC Shop online and ABC licensed branded outlets. | | | | |
| **Key Accountabilities:**  Under general direction from the Commercial Marketing Manager:   * Create and design content and imagery for the ABC Shop online website (including mobile). Provide external clients and partners with authentic on-brand imagery as required for promotion of the brand. * Create on-brand eDMs and graphics for use on ABC Retail social media channels. * Coordinate and design on-brand promotional materials, including but not limited to catalogues, flyers, posters, print ads and POS materials for both ABC Shop online and ABC Centres/licensed branded outlets. * Website maintenance and improvement of user experience from an aesthetics/graphics perspective. * Assist in the conceptualisation, planning and implementation of retail marketing campaigns. * Develop and maintain meaningful working relationships with both internal and external partners, clients and stakeholders. * Provide support to the wider ABC Commercial departments working on team projects as required. * Assist the Digital Marketing Manager in creating graphics required for multi-channel digital marketing campaigns (eg: Apple News). * Provide high level design support or provide recommendations to the ABC Retail managers or ABC Commercial management as required. * Keep abreast of stylistic changes and developments in graphic design. * Actively promote the ABC values and apply all relevant workplace policies and guidelines. * All ABC staff are required to cooperate with any reasonable instruction, procedure or policy relating to safety, and take reasonable care for their own safety and that of other persons who may be affected by their conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Divisional Directors and Other Officers | | | | | |
| **Key Capabilities/Qualifications/Experience:**   1. A Diploma or Degree in Graphic Design. Minimum 1-2 years of experience in graphic design. 2. Proven ability to develop graphics for both print and digital media across a variety of platforms with a understanding of design processes, with a demonstrated aptitude for design within a retail environment. 3. Proven ability to design concepts demonstrating an aptitude for design sensibility and attention to detail. 4. Demonstrated PC literacy using a wide range of programs with proficiency using both PCs and Mac, with exceptional file management capability. 5. Demonstrated high proficiency in Adobe Creative Suite (Photoshop, InDesign & Illustrator). Additional skills such as retouching or knowledge of HTML/CSS coding and Adobe After Effects is desirable. 6. Demonstrated experience working within a fast-paced environment and the ability to work autonomously with use of initiative and as part of a team. 7. Proven ability to maintain client focus and to foster positive internal and external relationships. 8. Demonstrated verbal and written communication skills, with the ability to convey ideas clearly, concisely and quickly in a style appropriate to audience, and accurately follow briefs and instructions. 9. Demonstrated to anticipate, identify, define and solve problems, working effectively under pressure to achieve agreed outcomes in specified timelines. 10. Demonstrated experience working in a retail or customer service environment, or a high level of understanding of retail culture desirable. 11. An understanding of and commitment to the ABC’s [aims, values and workplace policies.](http://about.abc.net.au/) | | | | | |