

# Position description

<b>Position title:</b>	<b>Marketing Design Coordinator</b>
<b>School/Directorate/VCO:</b>	<b>Marketing, Chief Operating Office</b>
<b>Campus:</b>	<b>Mt Helen Campus. Travel will be required between Victorian campuses.</b>
<b>Classification:</b>	<b>Within the HEW Level 7 range</b>
<b>Employment mode:</b>	<b>Fixed-term appointment</b>
<b>Probationary period:</b>	<b>This appointment is offered subject to the successful completion of a probationary period.</b>
<b>Time fraction:</b>	<b>Full-time</b>
<b>Recruitment number:</b>	<b>849173</b>
<b>Further information from:</b>	<b>(Acting) Manager, Marketing Telephone: (03) 5327 6606 or (03) 5122 6987 E-mail: <a href="mailto:coo@federation.edu.au">coo@federation.edu.au</a></b>
<b>Position description approved by:</b>	<b>Mr John Blair, Chief Operating Officer</b>

**This position description is agreed to by:**

\_\_\_\_\_  
Employee name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**The University reserves the right to invite applications and to make no appointment.**

Warning: uncontrolled when printed.

Authorised by: Director, Human Resources  
Document owner: Manager, HR Shared Services

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## Position summary

The Marketing Design Coordinator ensures the content publication activities of the Marketing and Communications Team are met by contributing to the planning and development of design templates and visual materials for a range of print and digital applications and services. Activities which contribute to Federation University advertising collateral will be a primary focus within this position.

The Marketing Design Coordinator is part of the University's Marketing team and based at the Mt Helen Campus. The Marketing Design Coordinator will be required to work closely with marketing team staff based across other campuses and more specifically, at Berwick and Gippsland campuses. Travel will be required between Victorian campuses.

## Key responsibilities

1. Consult with the Marketing team, external agencies and service providers to provide expert advice and apply highly experienced graphic design skills to marketing content and projects as required.
2. Lead the consultation process to support internal and external stakeholders to identify opportunities to develop and enhance University brand identity in digital environments and platforms.
3. Conceptualise, develop and/or source suitable images and graphics (logos, images, icons, banners and other design elements) to effectively communicate University products and services across a range of advertising requirements and media platforms.
4. Coordinate allocated projects and monitor progress at all times, ensuring the completion of projects within agreed timelines.
5. Provide advice and make recommendations in relation to design layout and content, brand guidelines and accessibility that provides maximum impact and reaches all identified audiences and market segment.
6. Coordinate the development of a broad range of design elements including video, animation, customisable design templates and other design elements for digital applications including the Federation University website and social media.
7. Establish, monitor and maintain marketing process protocols and administrative systems and practices that guide and support all design content in projects and advertising activities.
8. Reflect and embed the University's strategic purpose, priorities and goals when exercising the responsibilities of this position. For a more complete understanding and further information please access the Strategic Plan at: <https://federation.edu.au/about-us/our-university/strategic-plan>.
9. Undertake the responsibilities of the position adhering to:
  - The Staff and Child Safe Codes of Conduct and Conflict of Interest Policy and Procedure;
  - Equal Opportunity and anti-discrimination legislation and requirements;
  - the requirements for the inclusion of people with disabilities in work and study;
  - Occupational Health and Safety (OH&S) legislation and requirements; and
  - Public Records Office of Victoria (PROV) legislation.

## Level of supervision and responsibility

The Marketing Design Coordinator reports to and works under the broad direction of the Marketing Manager and is responsible for conceptualising, developing and designing visual material for a range of advertising and marketing application. The Marketing Design Coordinator will work independently and as part of the broader Marketing team across all campuses to provide design advice ensure activities and project targets and deadlines are met.

The position requires a high level of technical expertise and demonstrated understanding of digital design principles requiring the use of initiative, judgement in decision-making and creative thinking to improve and promote the delivery of quality products and services. It is also their recognised authority in marketing design.

## Training and qualifications

A degree in graphic digital design, web technologies, website management design or eLearning design and usability with at least four years subsequent relevant experience; or extensive and management expertise in technical or administrative field; or an equivalent combination of relevant experience and/or education/training.

A commitment to on-going formal and/or informal learning and staying abreast of latest technology is required.

## Position/Organisational relationships

The Marketing Design Coordinator position reports and works under the broad direction of the Marketing Manager within the Chief Operating Office. The position requires the development of positive relationships and collaboration with key university stakeholders, in particular Marketing Officers, the Marketing Services Coordinator and both general and academic staff.

The position will be the subject matter expert in design within the Marketing team liaising with Schools and Directorates and external stakeholders. The Marketing Design Coordinator is required to analyse client requirements within a large and complex environment using best practice design principles and develop innovative design solutions that meet client needs within agreed timeframes.

## Key selection criteria

Applicants must demonstrate they are able to undertake the inherent responsibilities of the position as contained in the position description and are able to meet the following Key Selection Criteria:

1. A degree in graphic digital design, web technologies, website management design or eLearning design and usability with at least four years subsequent relevant experience; or extensive and management expertise in technical or administrative field; or an equivalent combination of relevant experience and/or education/training.
2. Demonstrated skills and experience in computer graphic design software particularly Adobe Creative Cloud software.
3. Demonstrated design experience including folio links to a minimum of five examples of past work.
4. Demonstrated capacity for lateral and innovative thinking, including developed conceptual and analytical skills and ability to evaluate a broad range of precedents and possible solutions to resolve a problem.

5. Demonstrated ability to manage projects including planning, development, decision-making, business improvement and quality assurance processes.
6. Demonstrated independent problem solving, organisational and time management skills and the ability to determine and prioritise work demands to meet conflicting deadlines.
7. Demonstrated interpersonal and communication skills, including the ability to collaborate with others to achieve strategic and operational goals through positive relationships including proven experience and ability to work effectively in a team and broadly across the University.
8. Demonstrated alignment with the University's commitment to child safety.

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.