

POSITION DESCRIPTION

Position: Digital Designer (FCD.41)
Reports To: Creative Lead
Classification: Band D

CANCER COUNCIL VICTORIA

Every year, more than 35,500 Victorians will be diagnosed with cancer, and nearly 11,000 will die from cancer. The number of cases will increase as our population grows and ages. Survival will also improve as we get better at [early detection](#) and [treatment of cancer](#).

Since our establishment in 1936, [Cancer Council Victoria](#) has developed an international reputation for our innovative work in [cancer research](#), [prevention](#) and [support](#). As an independent, not-for-profit organisation, we play a leading role in reducing the impact of all cancers on all people.

Our people work and volunteer at Cancer Council Victoria to contribute to an organisation that makes a real difference in people's lives and is valued by the community we serve. In return we are proud to foster a culture that supports individuals to reach their full potential, in an environment that reflects our values of **Excellence, Integrity and Compassion**.

DIVISION AND UNIT SUMMARY

The [Fundraising and Communications Division \(FCD\)](#) is responsible for ensuring that Cancer Council maintains a visible, engaging presence in the community; and to inspire and activate support from the Victorian public.

Through a diverse revenue generation program, the Division works to ensure appropriate funds are raised to support the Cancer Council's work in line with the organisation's mission and values.

This is achieved through best-practice high volume direct marketing approaches; exceptional relationship management of high value supporters including Major Donors, Charitable Trusts and Bequestors; delivery of iconic fundraising events; and product sales and royalties through our retail arm.

The Division's ways of working enable our teams to move quickly, deliver ongoing value to our supporters and foster a culture of continuous improvement. We connect our cause and values to how we organise ourselves, and our work, to help supporters play their part in saving lives and reducing the impact of cancer.

The **Brand, Communications and Marketing Unit** works across multiple channels and campaigns, to deliver innovative, omni-channel, impactful marketing and communications activities. This drives supporter, consumer and public engagement, fundraising outcomes and understanding of CCV brand.

The Unit works in partnership with multiple internal stakeholders to achieve strategic outcomes and ensure that CCV delivers consistent brand messaging and experience for our many audiences across all our touchpoints.

POSITION SUMMARY

The Digital Designer is responsible for coordinating and creating assets for the continued growth of Cancer Council Victoria in the digital media space. This will include the design of engaging and dynamic rich-media content that will elevate Cancer Council above others in the cluttered online space.

The Digital Designer creates digital designs that are innovative and to brief, whilst building the brand and meeting the unit's communications and fundraising objectives. The Digital Designer works to a wide range of formats, including responsive websites, mobile designs, video, eMedia, eDMs, digital advertising and social media formats, along with printed materials.

The Digital Designer works closely with the broader FCD Brand, Communications and Marketing teams as well as other internal stakeholders.

RESPONSIBILITIES

Graphic and Web/Digital Design

- Respond to briefs, from within FCD and across the organisation, to create digital design work that meets brand, communications and fundraising objectives
- Create functional, innovative designs for a wide range of formats including responsive websites, mobile designs, video, eDMs, digital advertising and social media formats
- Liaise with clients as appropriate, providing advice and managing expectations,
- Create digital assets that uphold and champion brand guidelines, and ensure all work is format-appropriate, e.g. for online specifications or web/digital output
- Create engaging and user-friendly graphic design for digital assets programs, including infographics and imagery that can be used in a multi-platform environment including social media
- Repurpose existing images across several specifications
- Apply accessibility requirements for web

Rich Media Development

- Develop rich media for FCD for a wide range of program websites, e-newsletters, and communications and marketing campaigns.
- Coordinate video pre-production, filming and postproduction including editing, sound and graphics.
- In consultation with the Digital team, provide ideas for multimedia content and follow through with sourcing, set up and pre and postproduction implementation
- Develop share graphics and short videos for various social media channels

Helpdesk

- Make minor alterations to artwork files and create press files for web/ digital formats, converting file formats or trouble-shooting files as requested

Such other duties as directed and consistent with an employee's level of skill, competence and training.

KEY SELECTION CRITERIA

Essential Criteria

Qualifications, Experience, Knowledge and Skills

- Advanced diploma in digital or graphic design or another relevant field
- An advanced user of Adobe Creative Suite, with strong web skills, advanced typesetting and layout abilities
- Experience building editable templates in Microsoft Office applications
- Demonstrated experience of producing digital assets
- Demonstrated competence with various Content Management Systems

- Strong organisation and time management skills, with an ability to work autonomously and the proven ability to meet deadlines
- Demonstrated ability to carry out duties professionally, with tact and diplomacy ensuring privacy and confidentiality requirements are maintained
- Demonstrated problem solving skills and the ability to take initiative
- Excellent written and oral communication skills

Desirable Criteria

- Tertiary qualification in communications, digital marketing or a related area.
- Confident with photography and filming
- Basic skills in HTML
- An understanding and experience of Google Analytics
- Experience working in campaign monitor
- Knowledge of UI & UX and how this would integrate with brand/house style

Special Requirements

- Non-smoker
- Right to work in Australia
- Satisfactory completion of National Police Check