

# Designer

## Position Description

<b>Directorate:</b>	Commercial Enterprise, Fundraising and Communications Directorate
<b>Reports to:</b>	Brand and Creative Services Manager
<b>Direct reports:</b>	NIL
<b>Location:</b>	Flexible within any of the Society's main metropolitan or regional offices across NSW.
<b>Primary position objective:</b>	Create marketing/brand collateral/materials for the co-ordination of production and print processes.

*The St Vincent de Paul Society is an Equal Employment Opportunity Employer*

### Directorate overview

This position is in the Commercial Enterprise, Fundraising and Communications Directorate. The teams within the directorate and their functions are:

**Fundraising:** this team is responsible for state-wide corporate partnerships, community fundraising and events; major gifts and philanthropy; gifts in wills and estates; direct marketing and appeals; and fundraising development.

**Communications and Marketing:** this team is responsible for state-wide brand and creative services; internal and external communications; issue management; marketing; digital communications and digital fundraising.

**Retail and Logistics:** this team is responsible for state-wide retail service delivery; logistics and supply chain network; and retail projects.

**Commercial Enterprises:** this team is responsible for state-wide recycling and sustainability initiatives; Container Deposit Scheme (CDS); and new commercial enterprises.

## Accountabilities and responsibilities

The Designer will:

- Support the successful implementation of the Strategic Plan within their team.
- Design and produce high quality design collateral to a print-ready/upload-ready stage.

Collateral includes:

- Magazines
  - Newsletters, brochures and flyers
  - Annual Reports
  - Advertising – print & digital
  - Social Media assets
  - Event Collateral –print & digital
  - Direct Mail Marketing
  - Signage
  - Digital assets for EDMS and website
- Assist the Creative Services and Brand Manager to meet deadlines
  - Maintain Style Guide adherence across the Society and Society sub-brands
  - Develop high quality creative and innovative concepts
  - Maintain and develop existing filing systems
  - Work collaboratively with the Creative Services and Brand Manager, taking guidance
  - Understand print processes – eg Pantone/CMYK etc
  - Work quickly when necessary and meet deadlines
  - Contribute to a safe working environment for staff, members and volunteers by implementing the Society's workplace health and safety practices.
  - Ensure that staff and volunteers complete relevant pre-engagement checks (National Criminal History check, and where required Working With Children Check); act in accordance with the organisation's Code of Conduct and Member and Volunteer Charter; and comply with the organisation's Workplace Health and Safety program.
  - Ensure that effective risk management protocols and procedures are in place to ensure compliance with legal, employment and governance requirements.

## Critical Key Performance Indicators (KPIs)

- Design materials are of the highest quality.
- Deadlines are consistently met or exceeded.
- Maintaining Brand guidelines on all collateral produced.

## Key working relationships

In addition to the Manager, Brand and Creative Services, the Designer will foster close working relationships with:

- Director, Communications & Marketing (Commercial Enterprise, Fundraising & Communications)
- Executive Director, Commercial Enterprise, Fundraising & Communications (CEFC)
- Manager, Communications (CEFC)
- Manager, Marketing (CEFC)

## Essential criteria

## Critical capabilities

There are nine capabilities expected of all leaders across the Society:

- **'People we serve' centric:** (Level 1) Deliver, or support the delivery of, high-quality services that provide a hand up for the people we serve.
- **Values based leadership:** (Level 1) Develop an understanding and respect for and be aligned to the Society's mission, vision, values and lay Catholic heritage.
- **Impact focus:** (Level 1) Contribute to the delivery of positive impact through informed decision making and efficient and effective use of resources.
- **Collaboration:** (Level 1) Work collaboratively with others to solve challenges, foster the Society's mission and implement the Strategic Plan.
- **Change leadership:** (Level 1) Support the implementation of change.
- **Team performance:** (Level 1) Develop own performance and contribute to team performance.
- **Digital engagement:** (Level 1) Effectively participate in virtual, dispersed teams using digital tools.
- **Innovation and improvement:** (Level 1) Contribute to generating new ideas that will improve services and ways of working.
- **Financial acumen:** (Level 1) Use the Society's resources responsibly.

### Role-specific criteria

- Qualifications in graphic design along with at least 4 years' design experience in a similar role
- Advanced skills in: Adobe InDesign, Illustrator, Photoshop and Acrobat
- Solid experience in graphic design for print and digital platforms
- Solid experience preparing files for print (prepress) and digital
- Ability to liaise with printers and other providers regarding costs, production techniques, deadlines and quality control
- Excellent client liaison skills in taking briefs, discussing projects and managing multiple tasks at the same time.
- Excellent written and oral communication skills
- Ability to manage workflows and deadlines
- Excellent organisational and time-management skills.
- Intermediate skills in Word and Excel

### Desirable criteria

- Experience working in a membership-based organisation to support and empower members and volunteers.
- NSW driver licence.