



# Position Description

## Senior Designer

**Wesley Marketing**  
**May 2021**

### Agreement

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Signed – Manager

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Signed – Employee

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Date

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Date

**Do all the good you can**  
because every life matters



# Senior Designer

## Wesley Marketing

### 1 Overview of Wesley Mission

Wesley Community Services Limited, a company limited by guarantee pursuant to the Corporations Act 2001, is a Public Benevolent Institution operating as Wesley Mission to deliver services and programs to provide direct relief of poverty, sickness, suffering, distress, adversity, disability, destitution, and helplessness in New South Wales and other parts of Australia as inspired by the work of Jesus Christ in word and deed. Our vision is to:

“Do all the good you can, by all the means you can, in all the ways you can, in all the places you can, at all the times you can, to all the people you can, as long as ever you can.”

Out of Christian love and compassion we are driven by Christlike servant hood, unfailing integrity and courageous commitment.

The organisational plan is based on four key result areas, namely:

- our clients
- our people
- our operations
- our financials.

Our position descriptions and performance plans are aligned with these four key result areas.

### 2 Overview of Wesley Marketing

The Wesley Marketing team has six key responsibilities:

- to raise funds to support the activities of Wesley Mission
- to support Wesley Mission centres in their fundraising, profile building and promotional activities
- to support Wesley Mission centres through the facilitation of recruitment, training and coordination of Wesley Mission volunteers
- to create a strong, consistent and enduring brand to increase awareness of Wesley Mission
- manage major property redevelopment projects
- ensure all property assets are maintained.

### 3 Overview of role

The Senior Designer is responsible for the creation of visual content from conceptual development through to finished art for both traditional print (eg. collateral, merchandising, signage, campaigns) and digital and social platforms (eg. infographics, web, gifs, video, html, digital banners). This role has responsibility for ensuring execution is in accordance with the Wesley Mission brand identity and guidelines.



This role collaborates with other members of the Wesley Marketing team as required to support in delivering projects and achieving outcomes, to raise the profile and increase awareness of Wesley Mission.

This role also supports the design needs of key stakeholders such as Wesley Congregational Life and the projects of the CEO/Superintendent.

## **4 Relationships**

Reports to: Design Lead, Marketing

Direct reports: None, although this role will require at times, being responsible for the work produced by contract resources and supervising more junior designers.

## **5 Major role responsibilities**

### **5.1 Our clients**

- be a strong ambassador for the Wesley Marketing team
- understand and actively develop components to express the Wesley Mission brand (including Naming and Brand policy and Corporate Identity guidelines) and its application to our various platforms/channels, formats and Wesley Mission activities and services
- conceptual development of campaign visual and messaging to drive brand awareness with defined key audiences
- develop and execute design and visual solutions that maximise Wesley Mission's impact, differentiate our brand and services, and achieve business and client outcomes
- collaborate with team in the development, production and curation of engaging visual content for a range of channels, with the purpose of increasing awareness and involvement with our brand and services
- engage with the Brand & Merchandising Officer in the delivery of brand projects eg. Vehicle branding and merchandising
- execute briefs, present concepts, strategy and rationale to team, and as required, to stakeholders
- proactively add value to team projects, and wider Wesley Marketing projects
- provide regular reporting, participate in Work in Progress (WIP) and stakeholder or project meetings as directed by supervisor.

#### **5.1.1 Performance Measures**

- brand guideline adherence and development
- increased brand awareness
- client satisfaction survey
- Employee Contribution & Development Plan
- project completion rate.



## **5.2 Our people (our team)**

- collaborate with Wesley Marketing team to deliver stakeholder or project outcomes
- engage with Brand & Merchandising Officer to ensure currency with ongoing brand developments
- participate in regular meetings with designers and Marketing Officers, as required
- create a team culture of inspiration and passion for Wesley Mission
- promote and ensure adherence to Wesley Mission brand by all members of the team
- provide support to ensure delivery of relevant components of the Wesley Marketing Business Plan
- document your progress using the Employee Contribution & Development template and meet with your supervisor to discuss
- ensure your position description is up-to-date and identify career training and development and career growth opportunities for yourself
- identify and recommend opportunities to increase team satisfaction
- attend all scheduled meetings and participate in regular meetings with your team.

### **5.2.1 Performance Measures**

- colleague feedback in 360 survey as part of probation and annual review process
- supervisor feedback
- Employee Contribution & Development Plan.

## **5.3 Our operations**

- implement activity effectively and efficiently according to project priorities, timing and project budget, as agreed with project manager or supervisor
- provide estimates of design time, and monitor 'billable' time to achieve project or stakeholder outcomes, in line with agreed expectations
- ensure all work is filed in accordance with guidelines and back up/ archiving of work is refined on a regular basis
- ensure adherence to the Wesley Marketing project delivery processes
- be an advocate of the Wesley Mission brand, ensuring brand compliance and use of correct templates.

### **5.3.1 Performance Measures**

- delivery of projects efficiently, on time and within budget constraints
- recording of project hours in relevant project management software
- reduced number of amendments required to projects
- scoping of projects including estimated design time and resourcing requirements.

## **5.4 Our financials**

- ensure all projects are delivered to budget and seek opportunities to minimise expense wherever possible.



## 6 Professional responsibilities

- as directed, including other activities to support the delivery of the Wesley Marketing Business Plan and Wesley Mission Strategic Plan, as requested by your supervisor
- as an employee, be responsible under the Work Health & Safety Act for the health and safety of all persons they come into contact with, during employment. All hazards and injuries must be reported through the normal process as set out in Wesley Mission's Work Health, Safety and Rehabilitation Quality Management System and site procedures
- participate in the review and maintenance of industry specific and internal audit processes, as per Wesley Mission's standard policy and procedures
- in relation to Wesley Mission and the Uniting Church in Australia, attend such functions, meetings, seminars, training courses as directed by your supervisor
- in relation to Wesley Mission attend worship services as encouraged by your supervisor
- participate in Wesley Mission's Employee Contribution & Development process
- take responsibility for personal career development and training
- participate in Wesley Mission's Orientation program, so as to gain an understanding of, and promote, the application of the EEO, Affirmative Action, Privacy Act, Work Health & Safety Act and other relevant legislation
- administer Wesley Mission's philosophy of care and other relevant policy documents as appropriate
- demonstrate responsible stewardship of all resources, and willingness to report impropriety in keeping with the values of Wesley Mission
- ensure the reputation and integrity of Wesley Mission is maintained at all times
- maintain confidentiality
- stay abreast of new developments and technological innovations relevant to your role and to Wesley Mission's work.

## 7 Selection criteria

To be successful in this position, candidates must possess the following:

### Demonstrated behaviours

- demonstrates strong design skills and creative flair across a variety of media
- demonstrates initiative and genuine desire to meet stakeholder needs
- demonstrates interest in new developments in design and visual technology
- flexible, resourceful and collaborative attitude; able to operate with accountability within a team context
- demonstrates strong interpersonal and relationship building skills
- willingness to affirm Wesley Mission's vision, mission and values and enthusiastically advocate our Word and deed ministry
- demonstrated ability to work unsupervised as well as an effective team player with a positive can-do attitude



- relates well to a range of people with sound listening and problem solving skills
- displays emotional maturity and resilience.

### **Essential skills/knowledge**

- solid technical proficiency in Adobe Creative Suite (latest Adobe Creative Cloud versions), with strong InDesign, Illustrator and Photoshop skills
- proven experience developing and delivering design solutions within brand guidelines, from concept to final output
- to be a fast and skilled operator, managing priorities and working to tight deadlines
- sound knowledge of print and pre-press
- experience in creating web ads, digital and social imagery, plus simple video and animation
- impeccable eye for detail, including refined colour-correcting skills
- a team player with a flexible attitude and approach to work
- excellent processes including file management and previous studio experience.

### **Desirable skills/knowledge**

- experience in briefing and working with other design resources working remotely to deliver large projects
- interest in photography, camera skills and experience in briefing photographers
- proficiency in animation, motion graphics and data visualisation and UX/UI design
- experience creating templates for Microsoft Word and PowerPoint.