

Position Description

Visual Producer

REPORTING TO	Strategic Communications Producer
WORK LOCATION:	Melbourne (Wurundjeri Country), Brisbane (Yugerra Country), Canberra (Ngunawal Country), or Sydney (Gadigal Country)
GRADE:	4
SALARY (FTE):	\$78,260 plus 10.5% superannuation
STATUS:	Temporary, Full time or Part time (negotiable)
HOURS:	37.5 hours per week (negotiable)

WHO WE ARE

The Australian Conservation Foundation is Australia's national environment organisation – over 700,000 people, creating a world where forests, rivers, people and wildlife thrive. For more than 50 years, we've been protecting the web of life across our continent, from the Kimberley to the Reef and down the Great Dividing Range to Tasmania's forests.

We bring together people from community, government and business. Our supporters advocate for climate action and for our living world. We hold decision makers to account. We champion big ideas and find common ground with unlikely partners. We are proudly independent, non-partisan and funded by donations from our supporters.

THE STRATEGIC MARKETING TEAM

The Visual Producer is part of the Strategic Marketing Team within the Engagement directorate. The Strategic Marketing Team:

- Manages ACF's brand through a brand marketing strategy
- Creates, designs and contributes to content for communications products
- Designs and delivers organisational events, and manages organisational website content
- Manages ACF's membership program, as well as key partnerships to achieve organisational, campaign, fundraising and organising objectives.
- Collaborates across the Engagement Directorate to advise on content creation and its use across available channels.

THE ROLE

The Visual Producer is critical to managing ACF's visual identity and ensuring ACF is delivering creative fresh, innovative and engaging design solutions and manage design production at ACF.

KEY COLLABORATIONS

The Visual Producer reports to the Strategic Communications Producer. This role works closely with other members of the Engagement team including Video Producers, Digital Marketer, Social Media Manager and Content Producers.

RESPONSIBILITIES

- Create and produces high quality, engaging print and digital collateral for ACF
- Maintain ACF's brand guidelines
- Source and prepare compelling photography for campaigns and social media.
- Create and contribute to marketing strategies
- Observe the safe working practices and as far as you are able, protect your own and others' health and safety.
- Other duties as requested by manager.

KEY SELECTION CRITERIA

- Professional graphic design skills and demonstrated experience using Adobe Creative Suite including InDesign, Photoshop and Illustrator (essential) and CANVA (desirable) – with a portfolio of graphic design work across print and digital
- Experience in print production processes and preparing finished artwork for print, web and digital
- Strong attention to detail with the ability to quickly troubleshoot design issues and learn new systems
- Ability to manage workflow of multiple competing tasks with autonomy and accountability
- Self-motivated and can demonstrate initiative.
- Takes responsibility for own actions, treating all people with respect

DESIRABLE

- Passion for working on environmental campaigns to create a better world, and a core commitment to making positive change through people power
- Communication and creative thinking skills – good writing and visual storytelling skills
- Experience with design for campaigning and social media, google display network etc
- Strong digital capabilities, including experience across CMS and CRM tools.

How to walk the talk...

ACF's top six characteristics of an ideal team

	Communicative	Supportive	Respectful	Fun	Collaborative	Focused
ACF's role	<ul style="list-style-type: none"> • Provide genuine, meaningful, two-way, communication to staff • Provide opportunity for staff to communicate between teams and between levels 	<ul style="list-style-type: none"> • Offer flexible work arrangements • Monitor, measure and seek to improve staff happiness • Reward good performance 	<ul style="list-style-type: none"> • Take people's ideas, worries and needs seriously 	<ul style="list-style-type: none"> • Encourage a social and welcoming atmosphere • Organise team gatherings to celebrate our successes and losses 	<ul style="list-style-type: none"> • Communicate organisational goals and provide direction • Emphasise shared goals, not individual goals. 	<ul style="list-style-type: none"> • Set goals and make sure we stick to them • Clearly defined reporting lines, and team functions
My role	<ul style="list-style-type: none"> • Ask questions • Understand you teams' priorities and help to achieve them • Seek feedback • Give feedback 	<ul style="list-style-type: none"> • Give credit where credit is due • Ask "are you okay?" and act on the answer • Remind yourself that we're all human with pressures outside work 	<ul style="list-style-type: none"> • Treat others as you would like to be treated • Listen • Let others speak • Reflect. Is my behaviour making the situation worse? 	<ul style="list-style-type: none"> • Take time out • Remember what's important • Don't be afraid to ask for help • Be silly occasionally 	<ul style="list-style-type: none"> • Help your colleagues (remember, you're in the same team) • Realise that people work differently and that you can learn something from everyone 	<ul style="list-style-type: none"> • Ask the question: "why are we doing this?" • Do what's best for the team • Work where you can do the most good