

JOB DESCRIPTION

Visual Designer

Reports to: Head of Marketing and Partnerships

Work type: Full time

Location: Remote/Work from home/Regular scheduled office attendance if based in Adelaide

Reports: N/A

PURPOSE OF THE ROLE

As the **Visual Designer**, your role is to bring creative interpretation and solutions to the delivery of all Australians Together's creative content. Creative projects will vary from design solutions for digital resources all the way to design and execution of user experience. Strong ideation skills and the ability to successfully take an idea from concept development through to project completion. Your hands-on practical approach, creative and brand development skills as well as your innovative solutions that enhance user experience are what you'll bring to successfully fulfil our projects. Your role will involve a thorough understanding of the right balance between business, design and our customer needs in serving our brand's purpose.

WORKING WITHIN OUR VALUES

Australians Together's values	Our responsibility
Respect	We listen to others, seek to understand where they're coming from and respect their contributions. We do this amongst our work colleagues, when leading projects and also interacting with First Nations Peoples and non-Indigenous people and communities.
Courage	We demonstrate courage by taking risks and being innovative, by having honest conversations, by pressing on when it gets difficult and by standing strong for what we believe in.
Hope	We work with expectation and belief that something better will come. We encourage our team to have a posture of positivity and hope whether overcoming their personal or professional challenges, or in Australians Together's vision for change.
Togetherness	We work together in a spirit of unity and inclusion, understanding that we're better together. We use our work and interactions to encourage cohesion and collaboration.

KEY RESPONSIBILITIES

Responsibilities	Key delivery indicator
Art direction and design You'll be responsible for providing visual input and direction on all aspects of Australians Together's visual brand; including, digital and non-digital material. You'll oversee and create the layout and graphic design for digital and non-digital projects,	<ul style="list-style-type: none">• Content created is in line with our brand guidelines.• Content created is visually engaging and functional.• Your ability to bring concepts to life and is fit-for-purpose receives positive feedback.- from internal and external stakeholders• Projects and design requests are delivered on time, on budget and to agreed quality standards.

templates, assets and promotional material ensuring fit for purpose (e.g. website, eDMs, social media, icons, infographics, etc.)	<ul style="list-style-type: none"> Digital assets (e.g. video files, photographs, other files) are safe, protected (backed-up) and organised according to standards.
<p>Website management</p> <p>You'll be responsible for coordinating and managing the look and functionality of the website to champion user experience and engagement. You'll work closely with external agencies to support the delivery of website modules, structure and functionality that will make it easier for our audience to access and use our resources. You'll implement reporting and tracking capabilities to help us understand our audience and the effectiveness of our initiatives.</p>	<ul style="list-style-type: none"> Ensure design and experience of website is constantly reviewed and optimised to improve user experience A baseline for user engagement metrics is set and improvements are measured. Work with external agencies to ensure delivery of projects satisfy requirements, are on time and within budget Website content is regularly monitored, up-to-date and accurate. Website analytics are reviewed and monitored to track conversion rates and to make recommendations to improve it. Regular reporting and analysis on website analytics is provided to Head of Development. General maintenance is conducted on website.
<p>Workflow management</p> <p>You'll be responsible for managing the workflow across the team and external agencies to ensure projects are delivered in agreed timeframes and that tasks and goals are met. You'll also manage sound processes for file and asset management, creative process and pre- and post-production processes.</p>	<ul style="list-style-type: none"> Positive feedback is received from staff or external agencies about the process and your communication. Creative assets are filed in a clear, up-to-date, accessible and clear manner for all staff to access. Schedules, tasks and milestones are up-to-date and accurate for all relevant parties.

WORK EXPERIENCE & SKILLS

Essential:

- Tertiary qualification in graphic design or equivalent, with 5+ years proven experience (graphic design and digital design).
- Proficiency in Adobe Creative Suite on Apple Mac platform.
- Expertise in CMS management and website development best practice.
- A strong understanding of visual brand development.
- Strong graphic design skills.
- Strong focus on user experience
- Familiarity with production processes and requirements.
- Understanding of digital marketing principles and channels, such as, user-journey mapping, digital advertising, email marketing, brand management and analytics.
- Strong external agency management skills
- Strong relationship-building and negotiation skills.
- Proficiency in the Microsoft Office suite.

Desirable:

- Experience in Agile project methodology, with excellent organisational skills and competency to multi-task on multiple projects at once.
- Comfortable interacting as part of a team or autonomously as required.
- Excellent communication skills.
- Experience working in the Not-for-Profit sector

- Experience working with Indigenous or other non-dominant cultural communities.
- Experience in production of social media campaigns

Applicants need to have suitable work-from-home accommodation.

We encourage Aboriginal and Torres Strait Islander people to apply for this role.