



BUSH HERITAGE

AUSTRALIA

POSITION DESCRIPTION

POSITION TITLE:	Mid-weight Graphic Designer
ROLE GRADE:	Grade 7 Step 2 (\$76,000 inclusive of super)
COST CENTRE:	Fundraising and Marketing
LOCATION:	Melbourne
DATE REVIEWED:	December 2021
POSITION BASIS:	Full time

Introduction

Bush Heritage Australia is a national non-profit organisation that buys and manages land to ***protect our irreplaceable landscapes and our magnificent native species forever.***

We directly purchase land that has outstanding conservation values, reconnect fragmented landscapes, and build partnerships with other landowners, particularly Traditional Owners. Bush Heritage owns 37 reserves and has 25 Aboriginal partnerships. We also partner with agricultural landowners to achieve conservation outcomes. Currently, Bush Heritage is working across more than 11.3 million hectares.

Established in 1991, Bush Heritage has more than 30,000 supporters Australia wide and an annual operating budget of more than \$20 million. Bush Heritage is primarily funded by donations from individuals and philanthropic sources.

Bush Heritage's culture requires a commitment to a collaborative and supportive approach to leadership and management, with a strong commitment to safety and the development of our people.

Our values are:

Conservation: Conservation impact is essential. Our decisions are informed by best available science and evidence;

Culture: We respectfully engage with Traditional Owners of the land, and recognise Aboriginal culture, connection to Country and traditional knowledge. Working together and applying two-way science leads to greater understanding and better conservation outcomes;

Collaboration: Collaboration, pragmatism and innovation are essentials. We listen to and respect each other, finding creative solutions together;

Community: The broad Bush Heritage community underpins our success. By engaging with and within communities around Australia we achieve so much more than we could working alone; and

Safety: Our people's wellbeing and safety is critical.

The organisation has six teams – West Region, North Region, South East Region, Conservation, Marketing and Fundraising, and Corporate Services.

CEO and the Board

Heather Campbell is Bush Heritage's Chief Executive. The Board Chair is Sue O'Connor, and Directors include leading Australians from business and commerce, government, non-government and private sectors, conservation and science. Bush Heritage demonstrates a strong commitment to Aboriginal and Torres Strait Islander people and has Aboriginal representation on its Board.

Direction and Guidance for this Position

Reporting to the Marketing Team Lead, the Graphic Designer is accountable for fulfilling the **Responsibilities and Duties** associated with this position. The Graphic Designer will also work closely with a number of other roles within the Marketing and Communications Team.

Position Summary (Background)

We have a rare opportunity for a talented, passionate graphic designer to join Bush Heritage's Marketing and Communications team. This newly created position will be responsible for the development of printed and digital communications. You will design and deliver creative and engaging content that elevates our brand and showcases Bush Heritage's work to new and existing supporters.

Key Responsibilities and Duties

The Graphic Designer contributes to returning the bush to good health by:

1. Delivering exceptional, on-brand collateral that engages its audience and supports Bush Heritage's position as a trusted leader in our sector. The design work spans print (such as newsletters, impact reports, event programs, signage and direct mail campaigns), digital (such social media, eDMs and website) merchandise and advertising.
2. Supporting the business in its design needs, including developing and maintaining on-brand templates and visual representations such as infographics
3. Liaising with external designers and agencies where needed, ensuring externally developed collateral is on brand and delivered on time and within budget
4. Keeping Brand Guidelines up to date and embedded within organisation
5. Other duties, as required from time to time, as requested

Qualifications, Skills and Selection Criteria

Essential

- 3+ years' experience at either a design studio or in-house
- Proven ability to develop creative and innovative design solutions across both print and digital
- Excellent project and stakeholder management skills, with a proven ability to deliver on time and to expectation

- Advanced skills and knowledge of Adobe Creative Cloud
- Creative and collaborative approach to work
- Understanding of photography post-production processes, ability to develop simple animations and proficiency in front-end development a welcome bonus!

Note: Only applicants with a portfolio will be considered. PDF under 10MB or website link.

Key Outcomes

1. The Bush Heritage brand is presented consistently and in line with our brand guidelines across all platforms and collateral
2. All design work is completed on time, within budget and to our high standards
3. Engagement with collateral is high, ultimately delivering KPIs
4. Staff and other stakeholders have access to relevant, easy-to-use templates at all times

Policies and Work Place Practices

Bush Heritage people and managers are responsible for and commit to:

- Using and ensuring adherence to Bush Heritage's values, policies and work-place practices;
- Ensuring Health, Safety and Environment compliance, acting and encouraging others to act in a healthy and safe manner; and
- Maintaining a team-oriented environment, managing and developing staff, and valuing diversity.

Position Relationships

Position title of supervisor	Marketing Team Leader
Key internal relationships	Engagement team Science & Conservation team Innovation & Growth team Executive team
Key external relationships	Printing suppliers, creative agencies, freelance photographers and videographers