

POSITION DESCRIPTION

Cancer Council Australia is the leading national non-government cancer control organisation. We develop and promote independent, evidence-based policy and information on cancer prevention, detection, treatment and care. We support our members, the eight state and territory Cancer Councils, to: undertake and fund cancer research; prevent and control cancer; and provide information and support for people affected by cancer.

JOB TITLE:	Graphic Designer	DIVISION:	Cancer Control Campaigns & Communications
LOCATION:	Sydney	STATUS:	12-month contract
REPORTS TO:	Head of Digital Development	HOURS:	35 hours per week
POSITION NO:	CCA-DIG-13-2022	LAST UPDATED:	January 2022

Organisational context

As Australia's leading cancer charity, Cancer Council unites the community, provides support, invests in research and saves lives. We are proud to work across all stages of the cancer journey from prevention to end of life.

Cancer Council Australia's key strategic priority areas are research, prevention, support, policy, advocacy and sustainability.

Role description

The mid-to-senior level Graphic Designer role sits within the Cancer Control Campaigns & Communications Division in the Digital Production Team.

The role is responsible for producing compelling, emotive and engaging cancer control content that educates and informs our target audiences, as well as highlighting Cancer Council's national impact.

You will work with the division, as well as the Cancer Council executive and the broader federation, to translate our strategic goals into consistent, engaging and meaningful content.

You work closely with our in-house digital marketing experts to track the success of content across numerous channels and formats and optimise creative content outputs accordingly.

Adapting your approach to content in relation to performance analysis will be key - in order to continually improve and innovate.

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Primary Accountabilities

Plan, develop and produce high quality, engaging content for use across a range of channels and formats:

- Critically assess incoming graphic design briefs and determine requirements.
- Translate organizational strategic objectives into graphic design reverse briefs for a number of different channels, formats and audiences; implement said briefs once approved.
- Schedule briefs and provide guidance on cost and time considerations.
- Conceptualise visuals based on requirements and prepare rough sketches / present early ideas for feedback.
- Assist in translating complex cancer control and health messaging into engaging and digestible content for Cancer Council audiences.
- Apply creativity to designs in alignment with the Cancer Council Australia brand guidelines.
- Repurpose content for different channels, including website, social media, and emails.
- Work with teams to ensure design content is integrated to drive maximum cut through across our channels.
- Work with copywriters, digital marketers and PR and social media experts to finalise high quality design outputs.
- Work with teams to identify current content assets and understand future content needs.
- Tell inspiring, visual stories about Cancer Council's national impact and the work that we do.

Deliver engaging, tailored and best practice graphic design:

- Understand Cancer Council's different audiences and tailor content accordingly.
- Ensure all graphic design content is best practice, on brand and on message.
- Stay up to date with content and design trends to help improve our graphic design offering.
- Work with internal stakeholders to evaluate and analyze content performance and inform future design content ideation/production.

Other:

- Work closely with all teams across Cancer Council to deliver on our organisational objectives.
- Any other duties that may be required to meet the needs of the organisation.
- Work Health and Safety:
 - Follow all Cancer Council health and safety policies and procedures;
 - Report all known or observed hazards to Manager or Supervisor;
 - Take reasonable care at work to ensure your own and others' safety.

Main Challenges

- Fast paced in house development of content.
- Multi-tasking and prioritizing design tasks with competing deadlines across projects.

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- Working with digital marketing teams to ensure continual improvement and optimisation of design content.

Key Relationships

Position reports to Head of Digital Development, Cancer Council Australia.

Position works closely with (not exhaustive):

- Director, Cancer Control Campaigns & Communications
- Head of Media & Communications
- Media & Communications Manager
- Marketing & Content Manager, Cancer Control
- Cancer Control Content Manager
- Digital Producer

Selection Criteria

Essential:

- In house or agency-based graphic design expertise, across a range of formats.
- A strong portfolio of illustrations or other graphics.
- A confident and collaborative approach to concept work and ideation. Out of the box thinking with strong conceptual skills and human centred design approach, offering a variety of digital and print design solutions.
- Experience with the Adobe Creative Suite (Photoshop, InDesign, Illustrator).
- Demonstrable experience in optimising approaches, based on content performance and data analytics, in order to innovate and pivot strategies (led by digital marketing teams).
- Strong project management skills with ability to manage multiple deadlines concurrently with strong attention to detail.
- Excellent interpersonal and stakeholder management skills with experience working with cross-functional environments Understanding of and commitment to the not-for-profit sector and an alignment with the mission and goals of Cancer Council Australia.

Desirable:

- Experience with Premiere Pro.
- Experience working in integrated communications environments with the ability to take initiative and work autonomously when required.
- Experience of working in a not-for-profit and/or managing with limited budgets.
- Experience with working collaboratively with Digital marketing experts to optimise outputs.
- 5+ years' experience in a similar role.
- Certificate, Diploma or Degree in graphic design, business, marketing or related field well regarded.
- Experience working in an agile environment is desirable but not essential.

APPROVED BY:

Chief Executive Officer

Date: January 2022

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