

Position description

Position title	Graphic Designer
Department	Communications
Position reports to	Operational: Director, Communications
Positions that report to this position	N/A
Type of employment	Full-time, Fixed-Term, 3 year contract
Location	The Royal Children's Hospital Foundation, 48 Flemington Road, Parkville

The Royal Children's Hospital Foundation
<p>Founded in 1989, The Royal Children's Hospital (RCH) Foundation is the fundraising arm of the RCH, one of the world's leading children's hospitals. The RCH Foundation has the vital role of raising and distributing donated funds to the hospital. While a legally separate organisation, the RCH Foundation works closely with the RCH in achieving its vision.</p> <p>The people of Victoria love the RCH and in giving to the RCH Foundation, whether through linked fundraising appeals like the Good Friday Appeal or RCH Auxiliaries in their community, they feel a great ownership. As a result of this ownership and the fact that the RCH Foundation is therefore a custodian of these donated funds, the RCH Foundation takes seriously its role for and on behalf of those donors.</p> <p>Generous community support helps to sustain the hospital's role as international leader tackling some of the world's biggest health issues, and the RCH Foundation supports a vast network of fundraisers and donors. Donated funds drive the hospital's growth, are utilised for purposes of medical excellence, and support only the most innovative, life-changing programs and initiatives – that would otherwise not exist - in the areas of research, leadership, training, technology, equipment, and patient and family centred care.</p> <p>VISION</p> <p>We are the RCH Foundation, and we are changing the future of children's health. Our vision is that the RCH, founded in philanthropy, supported now and in the future will have the capacity to transform health care for children and young people.</p> <p>MISSION</p> <p>We inspire our community to invest in the hospital's future by supporting care, treatment, research and learning that will improve the lives of young people and their families.</p> <p>STATEMENT OF IMPACT</p> <p>The hospital will become a global centre of excellence in the care and treatment of the sickest and most vulnerable children and young people. With the support of integrated research programs, great academic leadership, and first-class staff, it will truly be known for its impact on childhood disease, nationally and internationally.</p>

PURPOSE OF POSITION

The position of Graphic Designer is responsible for the creative development, support, and delivery of communications initiatives to support the RCH Foundation. As the design lead for all collateral and initiatives, the Graphic Designer is expected to take a leadership role in the conceptualisation, design, management, and delivery of a range of print and online publications, events and brand collateral, in accordance with the hospital's style guide.

Work Performed:

- The role of Graphic Designer is to work with the Director, Communications towards developing best practice communications and marketing initiatives across a range of channels that work to increase philanthropic support for the hospital
- The role is responsible for supporting the fundraising initiatives and events undertaken within and for the RCH Foundation; which will include primarily graphic design, brand-keeping, print production and website and digital management, as well as photography, videography and the development of creative content to support a range of events and initiatives
- As part of a small team, the Graphic Designer must be pro-active and hands on, with the ability to respond to requests in a timely manner
- The Graphic Designer will support the delivery of events, including collateral and stage design, presentations and on the day event support
- The Graphic Designer will show initiative and take responsibility for coordinating projects under the direction of the Director, Communications while not losing sight of competing priorities and higher level communications objectives

Challenges and problem solving:

- The need to be both hands-on and future directed simultaneously
- The need to manage a varying workload with a range of different deadlines
- To find creative solutions in order to provide excellent support to donors and fundraisers within lean resources
- To find opportunities to innovate and support the growth in digital initiatives
- The need to identify improvement opportunities, streamlined systems and organisational procedures for the organisation and assist in implementing them

Decision-making:

The Graphic Designer will:

- Take support, advice and direction from the Director, Communications
- Adhere to, seek and coordinate appropriate approval procedures from relevant stakeholders for all projects and initiatives
- Maintain independence in daily work practice, take responsibility for the development and implementation of agreed communications and marketing projects to ensure successful outcomes
- Work in close collaboration with the Communications team and wider RCH Foundation team, and with the support of the Director, Communications to make decisions within the scope of communications briefs and requests

Communication:

Internal

- The RCH Foundation – act in accord with the RCH Foundation's values and join in our flexible, supportive and passionate working environment, including a committed network of fundraisers, with good humour and a positive attitude
- The RCH – develop and maintain good working relationships with hospital departments, campus partners, external stakeholders and external suppliers ensuring smooth communications and increased awareness of the RCH Foundation.

External

- Suppliers and producers of collateral, ensuring the delivery of projects on time and within budget
- Local, national and international networks – play a role in building connections between the RCH Foundation and the wider health, fundraising, volunteer, not-for-profit, corporate sectors
- Represent the Director, Communications and/or the RCH Foundation where requested and required.

KEY ACCOUNTABILITIES

Design and Publications

- The delivery of engaging donor focused design and publications on time and on budget
- Taking responsibility for, and a broad view of, all design projects, including:
 - Supporting the fundraising department through the briefing process
 - Ensuring design output is correct, complete and on-brand at all times
 - Ensuring projects are kept on track, to deadline and meets (if not exceeds) expectations
- Design and produce a wide variety of professional marketing collateral (primarily using Adobe Creative Suite) for the RCH Foundation corporate brand and creative projects across digital and print platforms by working to tight deadlines. Including but not limited to:
 - online graphics, business stationary, information aids, eDMs, reports, branding elements, event collateral, brochures, fliers, posters, invitations, forms and donation templates, templates for Microsoft Word, PowerPoint presentations, logo development, signage, web graphics, typesetting, annual reports, additional collateral and other materials as directed.
- Proficient creative and design development process, a considered approach to the creative process, and excellent attention to detail
- Understanding the importance of, and possess capability to work within established brand guidelines
- Management of external suppliers including printers to ensure the quality delivery of projects within budget
- Develop and implement design strategies that enhance donor service delivery

Brand-keeping

- Understanding of the importance of, and possess capability to work within established brand guidelines, as well as an ability to interpret and grow the visual aspect of the brand
- Create templates and guidance for use across the organisation to empower teams to deliver on brand, well designed collateral
- Create collateral and elements that effectively communicate a broad range of events and initiatives within an overarching look and feel, and in line with creative guidelines
- Champion the maintenance of brand guidelines to ensure the production of professional and consistent branding and communication materials for the RCH Foundation

- Work alongside and provide effective communication to support the Auxiliaries Centenary Program in 2022, including production of special publications and event collateral to support the Auxiliaries in their 100th year

Communications and Marketing

- Play your part in fulfilling the goals of the RCH Foundation's communications strategy
- Enthusiastically embrace variety in the role; an ability to work on large complex projects, and smaller, straightforward ones
- Provide input into the creative and logistical process to ensure that best outcomes are achieved
- Work with the team to develop systems and procedures where appropriate
- Provide art direction for videos and photography as needed
- Contribute to the RCH Foundation's online presence with user focused design, including the development of creative and innovative digital elements across website, social media and e-newsletters
- Maintain a knowledge base of the industry. Research and review design trends, methods, strategies and new technologies to ensure the highest level of service. Always look for new opportunities to innovate
- Maintaining a positive attitude, actively contributing to the Communications team

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

Essential:

- Minimum three years' experience in a hands-on graphic design role
- Degree or certification in Graphic Design, Communication Design or similar
- Advanced knowledge of Adobe Creative Suite desktop publishing programs
- An understanding of, and experience in designing for online communications
- Proficiency in Microsoft Office Suite including Office 365
- Clear understanding of and personal commitment to the mission and values of the RCH Foundation

Desirable:

- Experience in digital design, UX and optimising for online engagement
- Experience and willingness to innovate across digital platforms including Campaign Monitor, Wordpress, social media platforms and Salesforce
- Experience in, and appetite for events, including staging and design, presentations and event management
- Experience in development of video and photography for marketing purposes
- Experience in the not for profit / fundraising sector

KEY SELECTION CRITERIA

- Demonstrable experience developing and delivering creative solutions for marketing purposes
- Experience designing for the digital environment, including for social media or online campaigns
- Ability to demonstrate high level attention to detail, time management, and the ability to work well under pressure in a flexible, team environment
- Demonstrable ability to display initiative, take responsibility for projects and a proactive attitude
- Proven ability to deal with a range of stakeholders, both internal and external, including in the production and approval of work
- Excellent communication and customer service skills, including interpersonal and well-developed written and spoken skills

TERMS AND CONDITIONS

- Employees are required to undertake a National Criminal Record Check and a Working with Children Check prior to commencing employment
- Employees are required to maintain a valid Working with Children's Check throughout their employment
- It is a condition, and inherent requirement, of your employment that you are, and remain, fully vaccinated against COVID-19 with booster shot
- The position is offered as a full time, fixed term position. There will be a 6 month probationary period
- There will be a requirement to work outside of normal hours on limited occasion for fundraising events and activities. Allowance is made for reasonable time-in-lieu. Flexible working hours and conditions are offered
- Flexible working hours and conditions are offered, including a hybrid working model

IMPORTANT INFORMATION
<p>VALUES</p> <p>Integrity - Moral, Ethical, Honest, Transparent and Trustworthy</p> <ul style="list-style-type: none"> • We show integrity in all our interactions. • We build trust with our communities by being transparent and by respecting our donors, suppliers, and colleagues <p>Gratitude - Gratitude and appreciation guide what we do</p> <ul style="list-style-type: none"> • We are grateful to work in an organisation where young lives are being changed. • We appreciate the generosity of our donors, the support of our colleagues and the respect of our community. • We are grateful for the love the community demonstrates for our children. <p>Innovation - Change and creativity are central to who we are</p> <ul style="list-style-type: none"> • We empower each other to explore new ways to innovate and change. • We support medical innovation, and we enable the RCH to break new ground. <p>Excellence - Beyond best practice</p> <ul style="list-style-type: none"> • We hold ourselves to the highest standard. • We are professionals in our field with a burning desire to pursue excellence. • Our action orientation coupled with reflective practice drives growth and leads to significant impact for the hospital and our donors. <p>The RCH Foundation is committed to a diverse and inclusive workforce. We encourage applications from Aboriginal and Torres Strait Islander people, people from culturally and/or linguistically diverse backgrounds, all members of the LGBTQI community and people with disability.</p>

AGREEMENT TO THIS POSITION DESCRIPTION - to be filled out by the successful applicant	
<p>Signed for and on behalf of Sue Hunt, Chief Executive Officer</p> <p>Sue Hunt, CEO</p>	<p>Signed by the Appointee</p>

Position description last updated	March 2022
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