



POSITION DESCRIPTION

TITLE:	Graphic Designer
JOB TYPE:	Full time, ongoing 12-month contracts
LOCATION:	BBF office Hobart
COMMENCEMENT DATE:	June 2022
STRUCTURE REPORTING:	Reports to the CEO
CLASSIFICATION LEVEL/AWARD:	SCHADS Level 5.2 (equivalent)
SALARY:	\$86,667 pa

Position Objectives

1. Strengthen and amplify the Foundation's campaigns through graphic and digital design and messaging.
2. Support fundraising through graphic and digital design, which embed fundraising opportunities into campaigns.
3. Increase the Foundation's ability to effectively engage with the wider community, our supporters and government.
4. Use graphic design to facilitate the conversion of our social media audience into active supporters.
5. Communicate our campaigns with engaging and accessible messages to encourage maximum take-up and action by audiences.
6. Identify and seize campaign opportunities to maximize our reach into our audience.
7. Manage our portfolio of creative assets, including design files, images and videos.

Key Responsibilities

1. Work with the Campaign Manager to embed graphic and digital design and communications into all campaigns using creative design.
2. Responding to rapidly changing campaign developments, produce graphic design, digital and communications assets to support our campaigns, including social media and web graphics, postcards, flyers, posters, books and reports.
3. In collaboration with other staff, produce digital newsletters for supporters.

4. Assist with the design and production of the print and digital communications to supporters including direct mail and electronic direct-mail campaigns.
5. With the Campaign Manager, draft creative briefs for volunteer designers to produce effective campaign content.

Selection Criteria

1. Passion for protecting the environment.
2. Proven graphic design skills and experience.
3. Broad experience with a range of campaign tools including graphic design, video, digital communication tools and NationBuilder.
4. Highly developed written and verbal communication skills.
5. Experience in campaigning, advocacy or change-making.
6. Video editing and production skills and experience.
7. Ability to identify and respond swiftly to opportunities in rapidly evolving campaign contexts.
8. Ability to work effectively as part of a small team in a fast-paced team environment.
9. Experience with Adobe Photoshop, InDesign, Lightroom and video editing software.
10. Sound political judgement.
11. Ability to manage and prioritise a range of tasks, plan tasks and work to deadlines.
12. Proven ability to manage volunteers.

Key Position Outcomes

1. Increase community and supporter engagement with the Foundation's campaigns and fundraising activities using graphic design and messaging.
2. Maintain and deploy the organisation's established brand, ensuring that all materials, events and campaigns consistently project the look and feel of the Foundation.
3. Establish and maintain an efficient system for managing the foundation's portfolio of creative assets including design files, images and video.