



Position Description

Graphic Designer

This position description outlines the role purpose, key responsibilities, values and skills required to successfully perform in your role.

Status: Permanent (5 days / week)	Location: Sydney Office
Reports to: Creative Manager	Direct reports: Nil
Key relationships: <ul style="list-style-type: none">• Marketing and Communications Team• Revenue Team• Services and Programs Team	

Purpose of the role:

The Graphic Designer supports the Creative Manager in delivering high-quality design and photographic assets that drive fundraising, brand awareness, and program promotion. This role plays a critical part in creating engaging communications that help bring positivity, fun and laughter to kids facing cancer and their families.

Qualifications and training

Preferred: Dip Arts Graphic Design OR Bachelor of Design (Graphics) or similar.

Experience and knowledge

- Minimum three years' experience in a graphic design role, demonstrating high-quality design across both print and digital channels, ideally within a collaborative team environment
- Proven ability to lead and deliver creative projects, from concept through to execution, with a degree of autonomy and accountability
- Creative problem-solving skills and attention to detail, with the ability to translate briefs into compelling, on-brand, audience-focused design solutions
- Experience managing multiple projects and priorities in a fast-paced environment, with strong organisational and time management skills
- Proactively contributes new ideas and approaches to enhance creative output and campaign effectiveness.
- Proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign, Acrobat) and Canva
- Strong illustration and infographic skills using Adobe Illustrator

- Proficiency in Microsoft PowerPoint and Word for design purposes
- Strong file management skills, including folder organisation and image naming conventions

Highly desirable

- Competency in digital platforms such as Asana, Funraisin, Figma, and Miro
- Experience designing within digital platforms such as WordPress, Salesforce Marketing Cloud (or similar EDM platforms) and social media
- Experience in motion design, animation

Other requirements for this role:

- Strong attention to detail
- Excellent written and verbal communication skills
- Highly organised, with the ability to manage multiple priorities and meet tight deadlines
- Strong problem-solving skills
- Adaptable and open to feedback
- Collaborative team player
- Willingness to learn new technologies
- Willingness to adhere to Camp Quality's WHS plans, policies and procedures
- Some out-of-hours work may be required
- Other duties as required
- Current Working with Children Check.

Role responsibilities

Determining what success looks like for this role will be expressed by Key Performance Indicators – 'KPIs'. KPIs will be developed with the incumbent, upon commencement in the role and reviewed with the manager on a regular basis.

KEY AREAS OF RESPONSIBILITY
<p>Graphic Design</p> <ul style="list-style-type: none"> • Design and produce creative assets across a broad range of outputs, including campaigns, events, digital content, print and brand collateral, contributing from concept development through to delivery, and ensuring all assets reflect current design trends and best practice • Create and roll out event-specific creative for key fundraising initiatives, including visual identity, collateral, presentations and on-the-day materials • Collaborate closely with colleagues to deliver compelling, audience-led creative that not only meets briefs but enhances and elevates them, identifying opportunities to increase impact and effectiveness • Prepare files for print and digital distribution • Edit images using photoshop, and generative AI where necessary • Create on-brand illustrations using Adobe Illustrator • Set up and maintain templates in Canva
<p>Brand Management</p> <ul style="list-style-type: none"> • Maintain brand consistency across all outputs

- Support the Creative Manager in upholding brand standards, ensuring all materials (internal and external) are on-brand and high quality
- Operate as a proactive and detail-oriented team member, managing multiple priorities in a fast-paced environment
- Manage own workflow to meet deadlines, ensuring outputs align with broader strategic communications objectives

Design Support

- Maintain and organise the photo library including; naming photos, resizing photos, deleting photos, sourcing photos
- Provide design support across teams, uplifting the overall standard of visual communication across the organisation (including finalising design of PowerPoint presentations, Word documents)
- Support staff to using Canva templates and brand tools

Expectations for every Camp Quality employee

- Uphold the Camp Quality Values and culture through conduct that aligns with Camp Quality's Values and Behavioral Statements
- Has read, understands and complies with key Safeguarding Children & Young People (SCYP) policies
- The ability to report any incidents of discrimination (including racism) as outlined in Camp Quality's Code of Conduct.
- Complies with SCYP monitoring and reporting requirements
- Will successfully complete SCYP training, ensuring ongoing compliance
- Takes reasonable care for the health and safety of themselves and others
- Understands and complies with the CQ Safety Culture & Safety Management Systems
- Reports hazards and incidents and participates in risk management practices, as required

Skills required for success

Skill Groups	Application to Role
Communication	The ability to effectively communicate to meet the needs of the role and objectives of the organisation.
Collaboration	The ability to develop, maintain and strengthen partnerships with others inside or outside the organization who can provide information, assistance, and support.
Team work	Seeking to understand and building on differing perspectives of others to enhance team efficiency and quality outcomes.



Our Organisational Values

At Camp Quality, we are passionate about our work and the real-life benefits we create for our families, employees, volunteers and communities. Every day we strive to make life better and create a positive impact on our environment.

We have five values that express our shared understanding of what we believe, how we aim to behave and what we aspire to be as an organisation.

	VALUES IN ACTION FOR MY ROLE
Optimism Spreading positivity, hope and enthusiasm in the way we interact with others	<ul style="list-style-type: none"> • Demonstrates and role models optimism and positive energy • Demonstrates resilience against challenges and obstacles • Influences outcomes positively
Integrity Encouraging trust through personal leadership	<ul style="list-style-type: none"> • Models and demonstrates high standards of trust, openness and respect for others • Provides a high level of advice & support and honours commitments and promises to stakeholders • Is productive, diligent, conscientious and timely in work performance
Celebrating Life Approaching Life as an adventure	<ul style="list-style-type: none"> • Performs work responsibilities wholeheartedly, with energy and commitment • Demonstrates motivation to complete challenges and tasks • Contributes to acknowledging positive performance & effort of others
Accountability Accepting responsibility for actions and results	<ul style="list-style-type: none"> • Accepts responsibility for actions and results for area of expertise • Takes ownership of performance standards and mistakes • Manages emotions effectively with work volume and recovers quickly from set-backs
Excellence Seeking greatness in all that we do	<ul style="list-style-type: none"> • Values and inspires the highest quality of service in all relationships • Maintains attention to detail to achieve high level of performance • Demonstrates efficiency and quality in own work to grow the business • Focuses on high performance results above expectation