

## Digital Designer

<b>Job Title:</b>	Digital Designer
<b>Job Type:</b>	Casual (approx. 10-15 hours per week)
<b>Classification:</b>	Level 3 to 4, Social and Community Services (WA) depending on experience
<b>Reporting to:</b>	Advocacy Lead

### SRWA

#### Social Reinvestment WA (SRWA)

Social Reinvestment WA is a member-based peak not for profit organisation, led by an Aboriginal and Torres Strait Islander majority Board. We work for systemic reform of the justice systems and aim to end the over-criminalisation of Aboriginal and Torres Strait Islander people in Western Australia's justice and legal systems; and to create a fair, humane, and more truly just Western Australia for all people.

We seek to create safer communities, support healthier families, and implement smarter justice approaches through:

- Advocacy, communications, and education.
- Community capacity building and development.
- Creation of collaboration and consensus building mechanisms.
- Development of evidence-based policy, research, and smart solutions.
- Building and maintaining a strong movement for effective change.

Our team is close-knit, dynamic, supportive, and values driven. We offer flexible working conditions including work from home and flexible hours, with opportunities for development and new experiences in a team-work oriented environment. We are a diverse workplace, which strives to be culturally safe and welcoming to people of all backgrounds.

### Role Purpose

Reporting to the Advocacy Lead and working closely with the Communications Officer, the **Digital Designer** will be responsible for creating high quality digital visual content that supports SRWA's advocacy campaigns and communications. The role focuses on the design and production of engaging, accessible, and values driven graphics, primarily for social media platforms such as Facebook and Instagram.

This role is suited to a creative individual with strong digital design capabilities, potentially suitable for a university student or early-career designer seeking flexible, purpose-driven work in the social impact sector. We especially welcome Aboriginal applicants.

### Key Responsibilities

#### ***Digital and Social Media Design***

- Design and produce high quality and engaging graphics for SRWA campaigns across social media platforms, particularly Facebook and Instagram.
- Develop static and simple motion-based content that is visually engaging and aligned with campaign messaging.

- Translate complex policy and advocacy messages into clear, compelling visual formats.
- Ensure visual outputs are accessible, inclusive, and aligned with SRWA's tone, branding and values.

#### **Campaign Content Support**

- Work closely with the Advocacy Lead and team to support campaign planning and delivery through visual content, ensuring deadlines are met.
- Contribute creative ideas to strengthen engagement and reach of advocacy content.
- Adapt and resize content for different platforms and audiences.

#### **Brand and Visual Consistency**

- Maintain consistency in SRWA's visual identity across all digital outputs.
- Apply and evolve templates for recurring content types to improve efficiency and consistency.
- Support development of visual guidelines where required.

#### **Collaboration and Workflow**

- Collaborate with internal team members to understand priorities and deliver on deadlines.
- Manage workflow effectively within part-time hours (approx. 10–12 hours per week).
- Participate in team meetings as required (hybrid – some in-person attendance expected).

#### **Other**

- Administration necessary to performing this role.
- Adhere to SRWA policies and procedures.
- Behave in a manner aligning with the SRWA Code of Conduct.
- Work safely and follow any OSH policies.
- Use and maintain materials, resources, and equipment efficiently.
- Complete necessary administration tasks related to the role.
- Maintain professional standards.
- Other duties as required.

### **Selection Criteria**

#### **Essential**

- Demonstrated experience in digital graphic design, particularly for social media platforms (Facebook and Instagram).
- Demonstrated cultural awareness and sensitivity, with the ability to design content that respectfully represents and engages Aboriginal and Torres Strait Islander peoples, communities, and perspectives.
- Strong skills in design tools (e.g. Adobe Creative Suite, Canva or equivalent).
- Ability to create visually engaging and audience appropriate content.
- Strong attention to detail and visual storytelling skills.
- Ability to work well in a connected team environment to deliver outcomes together.
- Ability to work effectively in time sensitive situations to deadlines.
- Highly proficient in using technology and communications tools: Microsoft Suite, Outlook, MailChimp, etc.

**Highly Desirable**

- Understanding of values-based framing.
- Aboriginal or Torres Strait Islander people strongly encourage to apply!