

Position Description



Position Title:	Graphic Designer and Communications Coordinator
Reports to:	Communications Lead
Department:	Movement and Influence
Position Type:	Full time, 12-month fixed term contract
Classification:	Social, Community, Home Care and Disability Services Industry Award 2010 (SCHADS Award) Community Development Worker – Level 5

About VMIAC

VMIAC is Victoria's peak non-government organisation for people with lived experience of mental health challenges. We advocate to reduce harm, uphold human rights and elevate lived experience in Victoria's mental health system.

Our vision is for a future where human rights are embedded in every decision, where those affected by the system have the power to lead change, and where the system delivers safety, dignity, and respect not just in policy but in practice.

We operate from a rights-based perspective undertaking individual, group and systemic advocacy. Our work includes research and evaluation, education and training, information provision and resource development, as well as limited specialist support programs. We have a strong focus on engagement with our members, supporting and empowering them to have their voices heard.

VMIAC is owned, governed, managed and staffed by people with a lived experience. We are an organisation where people with diverse lived experiences can contribute meaningfully and powerfully, and we aim to be an employer of choice for the mental health lived experience workforce.

www.vmiac.org.au

Applicants must be people who identify as having experience of mental health challenges, trauma or emotional distress and who have accessed mental health services specifically to support their wellbeing.

Applicants must be willing to reflect on how their own lived experience interacts with that of others; and be able to contribute to the development and implementation of collaborative ways of working.

We are an equal opportunity workplace and value diverse consumer perspectives. We strongly encourage applications by First Nations people, people from a culturally and linguistically diverse background, d/Deaf and Disabled people and people from the LGBTIQ+ community.

If you don't meet all the requirements but are confident you're able to carry out the responsibilities to a high standard, we encourage you to apply.

Position overview

This position sits within VMIAC's Movement & Influence team, which exists to:

- build movement power
- strengthen participation and membership
- amplify lived experience voices
- coordinate campaigns and communications
- support community leadership and capability building
- connect advocacy to public influence and action

The team integrates communications, participation, training, campaigns and engagement into one connected movement-building function.

Reporting to the Communications Lead, the Graphic Designer and Communications Coordinator plays a key part in strengthening VMIAC's communications and movement-building work.

The role contributes to the development of VMIAC's visual identity, produces print and digital communications, social media and website content, coordinates communications workflows across teams, liaises with suppliers, and assists with campaign planning and implementation.

Key Working Relationships

Internal	External
General Manager - Movement & Influence	Suppliers
Communications Lead	Partner organisations
Movement & Influence team	Members & Consumers
General Manager – HR and Quality	

Key Responsibilities

Graphic Design & Visual Identity

- Contribute to the development and application of VMIAC's visual identity
- Develop and maintain design templates to ensure consistency across communications
- Design and produce print and digital assets, including brochures, reports, presentations, campaign materials and event collateral

Digital Communications & Social Media

- Design and produce e-newsletters and other digital communications
- Generate content ideas and create assets for social media channels
- Capture and edit photography and video content for use across channels
- Coordinate content posting, scheduling and channel delivery
- Support website redevelopment and produce and update website content

Production & Workflow Coordination

- Prepare print-ready artwork and coordinate production with printers and suppliers
- Use CRM (HubSpot) and project management tools (Monday.com) to support and enhance communications activities
- Coordinate communications workflows within and across teams
- Maintain and organise the communications asset library
- Support campaign planning, coordination and implementation

Key Selection Criteria

1. Tell us about your skills and experience developing creative and strategic communications. Provide an example of how you've done that while maintained brand guidelines and consistency across channels.
2. Tell us about your skills and experience creating content and coordinating social media posts. Provide an example of how you have successfully coordinated the process from design to publishing.
3. Tell us about your skills and experience maintaining websites. Provide an example of how you have kept a site regularly updated and functioning effectively.
4. Tell us about your skills and experience using CRM platforms and project management tools. Provide an example of how you have used them to improve workflows and productivity.
5. Tell us about your experience preparing artwork for printing. Provide an example of how you liaised effectively with printers and suppliers to ensure production tasks were completed accurately, on budget and on time.
6. Send us your portfolio or link to website showcasing your advanced graphic design and content creation skills.

Skills, Competencies, Behaviours and Requirements

Essential experiences, licences, qualifications or registrations

- Lived experience of mental health challenges, trauma or emotional distress is essential for this role
- Tertiary qualification in graphic design, comms or related field, or equivalent relevant experience
- 4+ years of experience in a similar role
- Current Police Check and Working with Children Check

Essential skills, requirements, competencies and behaviours

- A portfolio demonstrating advanced graphic design and content creation skills
- Strong brand management, quality control and attention to detail
- Strong capability in Adobe Creative Suite, including InDesign, Photoshop and Illustrator, and confidence using Canva
- Demonstrated experience producing high-quality print-ready and digital-ready artwork across multiple formats and channels including e-newsletters, social media content and website assets
- Photography, videography and editing skills for use across communications channels
- Strong capability with website CMS, CRM platforms (ideally HubSpot), and project management tools (ideally Monday.com)
- Ability to manage multiple projects, deadlines and competing priorities
- A collaborative, solutions-focused approach, including the ability to work effectively with feedback
- Intermediate skills in Microsoft Office and Microsoft Teams

Highly regarded

- Experience in mental health, lived experience, advocacy, membership or not-for-profit organisations

Support and development

VMIAC will provide regular supervision and mentoring to the person in this role. All VMIAC roles include training and development opportunities, which can include the development of leadership and other required skills and attendance at conferences.