

JOB DESCRIPTION

Job Title:	<i>Multimedia Designer</i>
Location:	West Perth
Position Status:	<i>Part time 0.6FTE</i>
Team:	Engagement
Reports to:	Communication Manager

Your Role

To fulfil our mission, pursue our vision and in accordance with our values, the **Multimedia Designer** will:

1. **Visual design and publications** - Design and produce high-quality reports, publications, presentations and promotional materials.
2. **Digital and multimedia content** - Create engaging social media, video, audio and other digital content across IDA's communication channels.
3. **Creative development and brand stewardship** - Develop creative concepts and ensure all materials are consistent with IDA's brand and quality standards.
4. **Culturally appropriate communications** - Produce content that respectfully represents Aboriginal and Torres Strait Islander people, culture, knowledge and Country.
5. **Project Co-ordination and collaboration** - Coordinate creative projects and work collaboratively with IDA staff, members, suppliers and other stakeholders.
6. **Participate as a member of the IDA team** - Contribute positively to team activities and support IDA's broader priorities, values and ways of working.

Your Duties

1. Visual design and publications

- 1.1. Design and produce high-quality annual reports, impact reports, brochures, factsheets, presentations, event material, templates and other organisational publications.
- 1.2. Develop strong layouts and visual systems that make complex or detailed information clear, accessible and engaging.
- 1.3. Create original graphics, illustrations, infographics and visual assets that respond to the intended audience, purpose and channel.
- 1.4. Prepare accurate, production-ready artwork and manage pre-press, print specifications and supplier handover when required.

2. Digital and multimedia content

- 2.1. Design polished content for IDA's website, email bulletins, social media and digital campaigns, including static posts, carousels and simple animations.
- 2.2. Edit and assemble photography, video and audio into engaging short-form content, including reels and event or project highlights.
- 2.3. Optimise and export assets for different platforms and formats while maintaining quality, accessibility and brand consistency.

- 2.4. Maintain an organised library of approved design files, templates, images and final assets using agreed file naming and document control practices.

3. Creative development and brand stewardship

- 3.1. Interpret briefs and work with internal teams to confirm the audience, purpose, key messages, deliverables, timing and approval pathway for each project.
- 3.2. Develop concepts, storyboards, mock-ups and visual treatments and refine them through constructive feedback and review.
- 3.3. Apply IDA's brand guidelines consistently and provide practical advice to staff on appropriate use of logos, typography, colour, imagery and templates.
- 3.4. Undertake careful quality assurance so final work is accurate, visually consistent, fit for purpose and approved before release.

4. Culturally appropriate communication

- 4.1. Work respectfully with Aboriginal and Torres Strait Islander people and ensure content represents people, culture and Country with care and integrity.
- 4.2. Follow IDA requirements for consent, attribution, cultural permissions, Indigenous Cultural and Intellectual Property and the handling of culturally sensitive material.
- 4.3. Seek guidance when cultural authority or appropriate use is unclear and incorporate member and community feedback into the final product.
- 4.4. Support accessible communication by considering plain language, readable design, captions, alternative text and other inclusive formats where appropriate.

5. Project coordination and collaboration

- 5.1. Plan and manage concurrent design tasks from concept to delivery, setting realistic priorities and communicating early about deadlines, dependencies and risks.
- 5.2. Coordinate effectively with colleagues, printers, suppliers and contractors to achieve agreed quality, time and budget requirements.
- 5.3. Provide hands-on guidance and mentoring to in house illustrator and content design colleagues.
- 5.4. Contribute to Engagement team planning, workflow coordination and continuous improvement of IDA's creative production processes.

6. Participate as a member of the IDA Team:

- 6.1. Incorporate "IDA - Our Way of Working" into your daily work practices.
- 6.2. Deliver a professional, proactive, accurate, efficient, confidential and member/partner focused service to a wide range of internal and external stakeholders.
- 6.3. Comply with all IDA policies, codes and procedures.
- 6.4. Adhere to the IDA's workplace health and safety policies and procedures.
- 6.5. Contribute to the IDA's operational planning, review processes and other meetings relevant to IDA and your role as directed.
- 6.6. Participate in performance reviews and professional development.
- 6.7. Other tasks as directed by the Communications Manager.

Selection Criteria

- At least five years' relevant experience in multimedia or senior graphic design, supported by a strong portfolio demonstrating high-quality publication, layout and digital design.
- Advanced proficiency in Adobe InDesign, Illustrator and Photoshop, with sound capability in video editing, short-form digital content and print production.
- Strong knowledge of typography, colour, composition, visual hierarchy and image preparation, with the ability to translate briefs and complex information into clear and engaging creative concepts.
- Demonstrated ability to manage multiple projects from concept through to final delivery, with excellent attention to detail, sound judgement and strong communication and collaboration skills.
- Demonstrated ability to work respectfully and effectively with Aboriginal and Torres Strait Islander people and produce culturally appropriate content, or a strong commitment to developing this capability.

Desirables

- Experience designing annual reports, impact reports or other complex long-form publications.
- Experience in an Indigenous organisation, land and sea management, the not-for-profit sector or a purpose-led environment.
- Knowledge of accessible design, digital publishing, email marketing platforms, content management systems or basic web design principles.
- Relevant tertiary qualification in graphic design, multimedia, visual communication or a related discipline, or equivalent professional experience.