

## POSITION DESCRIPTION

<b>Position title</b>	Digital & Graphic Designer		
<b>Hours</b>	Part Time (22.5 hrs)	<b>Contract terms</b>	Permanent
<b>Location</b>	Sydney NSW	<b>Department</b>	Marketing and Communications
<b>Reporting to</b>	GM Marketing and Communications	<b>Number of Direct Reports</b>	0

### Department Overview

The Marketing & Communications team has three important areas of focus: build and position the Redkite brand, increase our community of families, health professionals and supporters, and support our colleagues across the organization in the delivery of their goals. We are made up of brand, media, content, campaign and digital marketing specialists and we're all passionate about ensuring every family and every family member has access to the lifeline they need to face childhood cancer.

### Primary Purpose

The Digital & Graphic Designer is our brand champion, where you are responsible for the design, production and upkeep of the Redkite brand.

### Key Focus Areas

#### Design

- Create visual resources across a wide variety of mediums, with a primary focus on digital assets but print also required occasionally, including display ads (static and animated), social media ads and content, videos, EDM banners, website graphics, digital collateral, print, outdoor and POS
- Interpret and interrogate design briefs and organising output accordingly
- Manage all aspects of a project from pre to post-production
- Assist the rollout of advertising campaigns and branding projects
- Play a key role in creative idea generation, keeping abreast of trends and bring fresh, new and on-brand ideas to the table

#### Brand Management & Development

- Maintain brand integrity and strong visual aesthetic across all creative avenues

- Work on the ongoing development and upkeep of the Redkite brand and visual guidelines

## Competencies and Skills

<b>Essential</b>	<ul style="list-style-type: none"><li>• You must live and breathe design, have amazing attention to detail and a keen eye for emerging design trends in the digital space.</li><li>• Proven experience across Digital Design</li><li>• Strong knowledge of digital design best practice</li><li>• Ability to execute a design brief, follow instruction and apply feedback.</li><li>• Experience with Adobe Creative Suite: InDesign, Photoshop, Illustrator, After Effects and Premier Pro.</li><li>• Able to create content that is on-brand, engaging and original across digital and social platforms.</li><li>• Video and digital animation capabilities.</li><li>• Strong interpersonal skills, people management, time management &amp; attention to detail</li></ul>
------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------