

Position Title	Senior Graphic Designer
Portfolio	Office of the CEO
Division	Brand & Strategic Marketing
Department/Cost Centre	Brand & Strategic Marketing – 05110
Classification	Specialist Staff Level 5
Position Number/s	101302
Reporting to	Manager – Brand and Strategic Marketing
Supervises	Nil

Who is South West TAFE?

South West TAFE is an education hub with a difference. We bring innovative education and industry insider knowledge together to power talent for tomorrow.

To better meet the demands of the fast paced world of 21st Century business, our courses are designed by industry and taught by professionals.

With over 150 courses on offer, we are well suited to provide quality hands-on training across the major business sectors. Plus, our teachers, training facilities, support services and direct links with industry are second to none. Our campuses are located in Warrnambool, Portland, Hamilton and Colac, with facilities and services set to expand as the region grows.

Our **Ambition** is to provide future focused education that creates a lifetime of opportunity and employability. Our **Purpose** is to deliver a modern and fresh approach to helping generations develop the skills they need for the futures they aspire to.

Our **Values** are:

- **Integrity & Impartiality** - We are transparent and ethical in all that we do, every day
- **Respect & Human Rights** - We demonstrate trust, understanding and embrace diversity
- **Leadership** - We will be forward thinking, collaborative and inspirational
- **Accountability** - We take ownership of our actions and deliver on our promises
- **Responsiveness** - We will deliver and respond with care.

Division Overview

The Marketing team is responsible for the development and management of South West TAFE's marketing strategic framework, which includes a range of operational plans to support the SWTAFE brand strategy, communications, product strategies and events.

The department is responsible for all aspects of SWTAFE's marketing, public relations and event management to ensure that SWTAFE maximises enrolments, and that our image and visual identity is reflected consistently and positively in the community

Position Overview (Your Opportunity)

The Senior Graphic Designer (Designer) leads the graphic design activities of the Brand and Strategic Marketing department and, as custodian of branding and image, ensures the organisation has a strong, consistent and professional brand image in the marketplace.

The position will develop and produce a diverse range of marketing and promotional material for SWTAFE and, as part of the Marketing team, will provide in-house expertise to the development of creative marketing and corporate communications activities.

Key Accountabilities

All South West TAFE staff are required to act and work in the best interest of the organisation, as such every staff member has accountabilities to uphold for both their position and the wider organisation, These accountabilities include but are not limited to:

Your Position

- In consultation with the Manager participate in managing the corporate brand for the organisation to ensure it maintains a strong presence and reflects SWTAFE's vision and strategic priorities.
- Act as custodian for the SWTAFE brand and image and provide advice and support to management and staff on graphic design aspects of marketing activities, particularly those related to visual representation of the Institute.
- Guide and advise any external suppliers on the design aspects of marketing materials to ensure brand consistency and a high quality standard of work.
- Communicate and guide staff using the SWTAFE Identity Guidelines and provide advice on the correct use and layout of logos and designs for internal and external promotional materials.
- Use specialised professional graphic design software and techniques to design a range of marketing collateral including advertisements, publications, invitations, promotional signage, web pages and reports to support the organisation's marketing strategies - including design layout and production of artwork to a print ready standard.
- Assist with developing, producing or procuring the supporting promotional collateral for marketing and corporate communication strategies.
- Research and prepare concepts and design briefs including budgeting and tendering for print and production quotes as required.
- Negotiate best rates with individual media organisations to book appropriate media, maximise return on investment and ensure the most competitive and effective use of advertising expenditure.
- In consultation with relevant staff, analyse future needs for the marketing image library and plan and organise photographic shoots and stock images based on agreed conceptual layouts having regard for future promotional requirements.

Your Organisation

- Recognise areas in which guidance and support is required from the Manager and seek appropriate assistance
- Keep up to date with relevant industry information and best practice
- Comply with internal policies and procedures including the Code of Conduct
- Demonstrate the organisational values on a daily basis and proactively seek to maintain a healthy and safe work environment
- Commit to access and equity principles in carrying out work functions
- Actively participate in the organisation's Achievement Development Programme (ADP)

This position description describes in general terms the normal duties which the position is expected to undertake. However, the duties described may vary or be amended from time to time without changing the level of responsibility.

Key Selection Criteria (Key to Success)

Successful candidate will demonstrate the best combination of the following characteristics;

- Demonstrated understanding and knowledge of current marketing principles and practices including knowledge of commercial printing processes and ability to deliver final artwork to pre-press requirements.
- Demonstrated proficiency in the use of the Windows operating environment, including sound operational proficiency with Adobe Creative Suite (InDesign, Photoshop and Illustrator). Familiarity with MS Office products and the ability to use a Mac platform is required. Experience in Flash would be an advantage.
- A proactive approach and proven time management skills, with a demonstrated ability to meet deadlines, achieve goals and to work concurrently on, and prioritise, multiple tasks and work schedules. Flexibility with working arrangements is essential.
- Excellent graphic design and creative skills, with the ability to use initiative, accept responsibility and function effectively with limited supervision.
- Demonstrated conceptual, analytical and problem solving skills, high level proofreading skills and strong attention to detail.
- A high level of interpersonal and written and verbal communication skills including the ability to establish strong links with relevant business and regional agencies as well as the ability to negotiate effectively and work through issues constructively with relevant stakeholders.
- Proven ability to work both independently, and effectively and collaboratively as part of a team, in the provision of appropriate services and support.
- Previous experience in aligning team with the organisational values and goals through effective people management and modelling
- Promotes previous opportunities of continuous improvement opportunities and ways to innovate, and encourages others to do the same
- Identifies or develops overall team goals and links strategies and actions required to achieve these goals

Qualifications and Requirements

Mandatory requirements

- Bachelor Degree and/or tertiary design qualifications
- Relevant experience or a suitable combination of relevant qualifications and experience
- Demonstrated proficiency in the use of the Windows operating environment, including sound operational proficiency with Adobe Creative Suite (InDesign, Photoshop and Illustrator). Familiarity with MS Office products and the ability to use a Mac platform is required. Experience in Flash would be an advantage.
- Employee Victorian Working with Children and satisfactory Police Check

Highly desirable requirements

- Experience using Microsoft Office products and relevant industry software and programs
- Experience in an educational environment including knowledge of the Victorian TAFE system and the national Vocational Education and Training sector.

Additional Information

- South West TAFE supports Equal Employment Opportunity and actively encourages Indigenous applicants to apply
- South West TAFE promotes the safety, wellbeing and inclusion of all children including those with a disability
- Position, requirements, classification skill level required and conditions in accordance with South West Institute of TAFE (Specialist Staff) Enterprise Agreement 2016
- Any member of SWTAFE may be required to work at any site dependent upon business needs

	Authority level	Name	Date
Prepared by	Recruiting/Hiring Manager		
Approved by	Department Executive Manager		
P&C review	People & Culture		
Agreed by	Incumbent		