

## **JOB SPECIFICATION**

<b>POSITION:</b>	GRAPHIC DESIGNER
<b>REPORTS TO:</b>	HEAD OF MARKETING AND COMMUNICATION
<b>LAST UPDATED:</b>	14 July 2021
<b>SALARY RANGE:</b>	Pro rata of \$60,000 per annum plus super, on an 8 month contract
<b>CONTRACT DURATION:</b>	August 2021 – March 2022

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### **Job Summary**

Working within brand guidelines and concepts provided by the festival's Designer, the Graphic Designer is responsible for delivering professional artwork for print and digital marketing materials for the festival.

The graphic designer works under the direction of the Head of Marketing & Communications.

### **Key working relationships**

The position works closely with key internal and external festival stakeholders including:

- Head of Marketing & Communication and Marketing Executives
- Festival Designer
- Key festival suppliers; print broker, signage supplier
- Various Adelaide Festival staff members

### **Key Responsibilities and Outcomes**

- Production of marketing collateral to specified templates, including daybills, Adelaide Writers' Week Guide, Teachers' Resources, posters, brochures, print and digital advertisements, signage and much more
- Production of a variety of design work required by internal departments, as directed by the marketing department
- Production of high-quality artwork for both print and digital platforms within deadlines
- Adherence to brand guidelines set by the Festival Designer, ensuring all materials reflect the festival's set brand and visual identity
- Work within design templates and guidelines developed by the Festival Designer
- Pre-press and print preparation of final artwork for a variety of printed collateral, including large format signage
- Liaise with external suppliers including printers and advertising agencies as required
- Ensure that all festival design files and image files are maintained and archived
- Other design and marketing activities as directed by the Marketing and Communications Director

### **Generic Work Skills**

As a member of the Adelaide Festival team, all staff will demonstrate the following skills:

- Leadership - Demonstrates a commitment to corporate priorities and values, takes personal responsibility, adheres to organisational policies and procedures and upholds confidential information
- Team work - Approaches all personnel with respect and consideration, collaborates effectively with staff team

- Problem solving - Embraces flexibility and lateral thinking; facilitates solutions and makes decisions based on an understanding of the relevant issues, factual information and logical assumptions
- Influencing - Seeks to secure support and commitment from colleagues through the clear articulation of ideas, opinions and open dialogue, supported where possible by factual information
- Communication - Active contribution to a positive and effective work environment through open and inclusive planning, continuous information sharing and transparent work processes
- Customer service - Be accessible to colleagues and stakeholders, work to understand their needs, negotiate outcomes that are acceptable to both parties and provide deliverables as agreed

## **PERSON SPECIFICATION**

**Qualifications:** On the job experience in a similar role (or as a freelancer) producing high quality print and digital materials. A tertiary qualification in Graphic Design is desirable

### **Key competencies**

- Excellent skills in the Adobe Creative Suite software including Indesign, Illustrator, Photoshop and Acrobat. Premiere Pro skills desirable but not essential
- Basic photographic skills desirable but not essential
- Ability to think creatively and create concepts from scratch under tight time constraints, with flexibility to change direction nimbly and positively
- High level of accuracy and excellent proofreading skills and attention to detail
- Ability to manage complex tasks, challenging projects and competing deadlines
- Outstanding communication and interpersonal skills
- Strong planning, organisational and administrative skills
- Ability to think creatively and strategically
- Collaborative working style with an ability to work within a team in a hands-on capacity to achieve individual, team and organisational goals
- Good humour with a positive and enthusiastic outlook