

<b>Position Title</b>	Graphic Designer
<b>Group/Portfolio</b>	Marketing & Communications
<b>Classification</b>	HEW Level 6
<b>Position Number</b>	00057025
<b>Reports To</b>	Creative Services Manager
<b>Employment Type</b>	Fixed term

## 1.0 Position Purpose

The Graphic Designer is responsible for developing high-quality branded assets and content that enhance, manage, and protect the University's brand, support student recruitment, and contribute to broader reputation and revenue goals. They will work collaboratively with cross-functional teams, stakeholders, and external agencies to create compelling and distinctive brand marketing outputs across multiple channels and audiences, incorporating principles of digital storytelling and UI design to enhance engagement.

Under guidance and direction, the Graphic Designer will design and prepare artwork for a variety of marketing, campaign, and communication projects. They will provide expert advice and support in the development of accessible, user-centred resources and communication collateral to support and promote University activities.

This role is responsible for consulting with stakeholders to identify and interpret data, needs, and opportunities to produce innovative creative solutions. The Graphic Designer will concept and create a range of content including publications, event collateral, campaign assets, reports, digital applications, web banners, interactive design, motion content, and photography production, whilst maintaining the integrity of the corporate identity.

## 2.0 Eligibility Requirements

- The occupant of this position will hold relevant tertiary qualifications in graphic design or multimedia.

## 3.0 Key Responsibilities

- Advance, manage, and protect Griffith University's brand in domestic and international markets, ensuring compliance with brand and visual identity guidelines.
- Work collaboratively to scope, develop, maintain, and refresh high-impact, user-centred assets and templated resources. These include publications, campaign collateral, and digital content that support and promote the University.
- Understand and interpret briefs and requirements effectively to deliver end-to-end creative outcomes that are considered, on-brand, and optimised for the

target audience, delivery channel, and strategic agenda, including transforming complex data into clear, visually engaging formats.

- Develop Griffith University's marketing and communications capability through guidance, coaching and mentoring.
- Provide advice to stakeholders on graphic design principles, protocols, technologies, practices and requirements and use of the University brand.
- Demonstrate proficiency in developing print and digital designs that align with accessible and responsive best practices, and explain creative decisions as they relate to these considerations.
- Consult, negotiate and influence others, managing competing tasks, priorities and customer expectations effectively.
- Implement the marketing and communications governance approach, processes, cadences; ensuring that projects, initiatives, services and capability comply with relevant legislation and University policies and procedures.
- Ensure compliance with relevant legislation and University policies and procedures, including equity and health & safety and exhibit good practice in relation to same.
- Be a leading example of the principles and values embodied in the University's Code of Conduct, and behave, act and communicate at all times to reflect fairness, ethics and professionalism.

## 4.0 Key Capabilities

- Griffith University identifies the attributes of resilience, flexibility, creativity, digital literacy and entrepreneurship as critical to our graduates' success, in the rapidly changing future world of work. We have established a Griffith University Capability Development Framework to provide a common language of some of the non-technical organisation skills that will support our staff to thrive now and into the future. The Capability Development Framework will assist you to understand the current skill level of this position in the non-technical but critical skill domains that are increasingly important in a changing workplace context.

To read about some of the non-technical organisation skills for this position, please see the Leads Self section of our [Capability Development Framework](#).