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| **Position Title** | Graphic Design Officer |
| **Group/Portfolio** | Corporate Services |
| **Classification** | HEW Level 4 |
| **Position Number** | 00063024 |
| **Reports To** | Student Associations Manager |
| **Employment Type** | Continuing |

## 1.0 Position Purpose

## Under the guidance of the Student Associations Manager and in collaboration with the Marketing & Communications Coordinator, the Graphic Design Officer will be responsible for the design, production, and delivery of both print and digital media. This role supports various marketing and communication campaigns aimed at enhancing the visibility and impact of Student Associations' events, programs, and initiatives. The Graphic Design Officer will contribute to creating high-quality visual content that effectively promotes the Student Associations' profile and engages the target audience.

## 2.0 Eligibility Requirements

* + - Diploma or Bachelor level qualifications in Graphic Design, or an equivalent alternate combination of knowledge, training and experience, combined with relevant experience working in a tertiary environment.

## 3.0 Key Responsibilities

* + - Produce a wide variety of high impact marketing media to meet marketing objectives of Student Associations business units and successfully impact brand visual identity.
    - Liaise directly with Student Associations team members to determine design requirements to achieve goals of the marketing campaign/activity.
    - Develop creative design solutions from brief through to production and delivery, ensuring work is executed to the highest quality.
    - Create a wide range of digital and print solutions including photographic content, information graphics, and print media that appeals to a diverse audience and examine how the consumer will perceive the content to ensure the design solution conveys the desired message.
    - Liaise with the Student Associations Manager on a regular basis to ensure the effective and timely production of design deliverables within budget and deadline across a variety of jobs simultaneously.
    - Liaise with suppliers to ensure efficient, timely and cost-effective solutions, including print companies, paper suppliers, signage manufacturers and product brokers.
    - Assist with maintaining Student Associations websites.
    - Support and promote 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 always communicate 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/Others section of our [Capability Development Framework](https://intranet.secure.griffith.edu.au/employment/learning-and-development/specialist-programs/capability-development-framework#framework).