

Position Title	Graphic Design Officer
Group/Portfolio	Corporate Services
Classification	HEW 4
Position Number	00062797
Reports To	Marketing Manager
Employment Type	Continuing

1.0 Position Purpose

Under guidance and direction from the Griffith Sport Marketing Manager as well as working alongside the Engagement Officer, the Graphic Design Officer will support in the design, production and delivery of print-based artwork and digital media for a variety of marketing and communication campaigns that will promote the profile of Griffith Sport businesses and Griffith Sport-led Events, Programs and Activities.

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 and/or the sport and recreation industry.

3.0 Key Responsibilities

- Produce a wide variety of high impact marketing media in accordance with the University brand to meet marketing objectives of Griffith Sport business units and successfully impact brand visual identity.
- Liaise directly with the Marketing Manager 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 Marketing 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.
- Manage efficient workflow systems, publications software, hardware, reference library, photo and image library, archives, and design resource records.
- Liaise with suppliers to ensure efficient, timely and cost-effective solutions, including print companies, paper suppliers, signage manufacturers and product brokers.
- Assist with maintaining Griffith Sport 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 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](#).