

1. General Information

Position Title:	Graphic Designer
Division/Department:	Epworth Medical Foundation
Position Reports to:	Communication and Digital Manager
Enterprise/Individual Agreement:	Individual agreement
Classification/Grade:	N/A
Location:	Corporate, Epworth Richmond
Employment Status:	Full Time
Resource Management (for Management positions only) Number of Direct Reports: Budget under management:	n/a
Key Relationships - internal and external	Internal: Epworth Medical Foundation team External: external agencies and vendors

2. Overview of Epworth HealthCare

Epworth HealthCare is Victoria's largest not-for-profit private health care group, renowned for excellence in diagnosis, treatment, care and rehabilitation. Epworth is an innovator in Australia's health system, embracing the latest in evidence-based medicine to pioneer treatments and services for our patients.

Epworth's values define our approach and our delivery. We pride ourselves on communicating our values and delivering on them in a real and meaningful way. Our Values are *Compassion, Accountability, Respect, Excellence*. More information can be found on the [Epworth website](#).

Epworth's purpose is to improve the health, wellbeing and experience of every patient by integrating clinical practice with education and research and our vision is to consistently deliver excellent patient-centred care with compassion and dignity.

3. Epworth HealthCare Strategy

Underpinning our ambition are four clear strategic priorities:

Exceptional patient experience and outcomes

To empower our patients and deliver compassionate, expert and coordinated care.

A thriving healthcare organisation

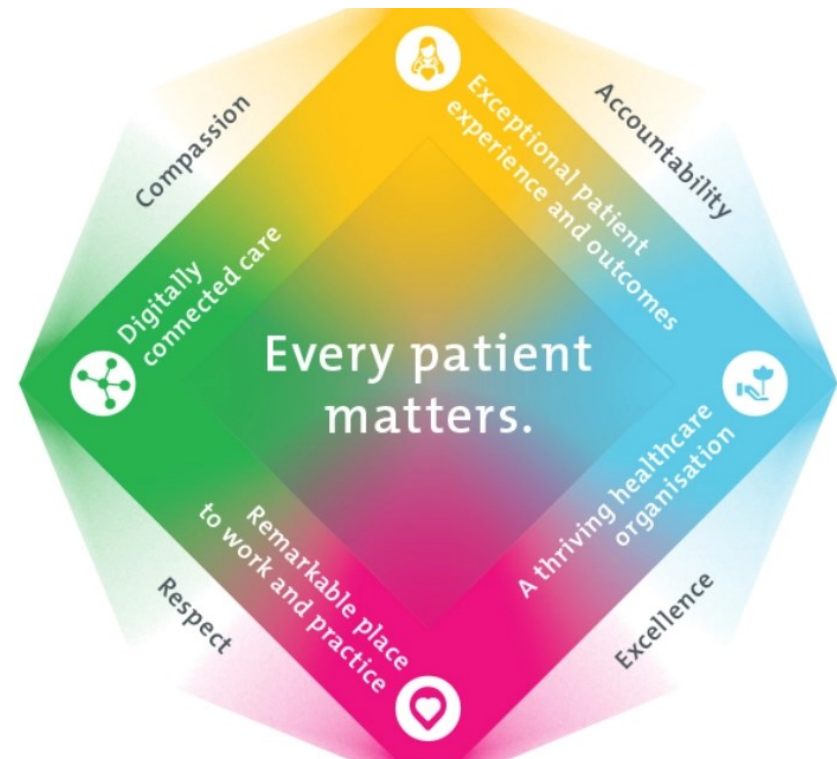
To adapt and grow in a changing healthcare landscape by delivering a unique private not-for-profit healthcare organisation.

Remarkable place to work and practice

To ensure Epworth is an outstanding place to work and practice through a culture of care and investment in our people.

Digitally connected care

To innovate and improve the digital experience, interactions and outcomes for our patients, staff and doctors.



4. Purpose of the Position

The purpose of the position is to support the promotion of the Epworth Medical Foundation (EMF) by developing high-quality visual communications that inspire philanthropic support, build awareness and communicate the impact of donor generosity on patient care, innovation and research at Epworth.

It is responsible for:

- Supporting the execution of strategic plans developed by the Communication and Digital Manager.
- Designing engaging and impactful creative materials that support fundraising, donor engagement and awareness initiatives.
- Developing donor stewardship collateral that visually demonstrates the impact of philanthropy at Epworth.
- Creating and delivering visual content across print, digital, social media, video, event, publication and presentation channels.
- Maintaining and enhancing brand consistency across all EMF communications and activities.
- Identifying innovative design solutions that strengthen audience engagement and support strategic objectives.
- Developing strong relationships across the teams at EMF, collaborating effectively with internal and external stakeholders.
- Playing an active role within the EMF team, contributing to a culture that fosters achievement in line with Epworth's values and strategic intent.
- Managing multiple design projects simultaneously and delivering high-quality outcomes within agreed timeframes.
- Helping tell the story of EMF and the critical role philanthropy plays in advancing patient care, education and research.
- Supporting the ongoing development of EMF's digital engagement platforms through creative and innovative design.

5. Key Accountabilities

Key Responsibilities	Measures/KPIs to be achieved
Design and delivery of EMF communications	• High-quality design assets delivered within agreed timeframes. • Creative materials effectively support fundraising, donor engagement and awareness objectives. • Positive stakeholder feedback regarding quality, accuracy and professionalism of deliverables. • Design projects managed effectively across multiple priorities.
Development and management of promotional and stewardship collateral	• New and existing collateral is maintained, updated and aligned with organisational priorities. • Stewardship materials effectively communicate donor impact. • Collateral supports campaign, event and donor engagement objectives. • Opportunities for new and innovative collateral are identified and implemented where appropriate.
Digital and multimedia content production	• Visual assets produced for websites, social media, digital communications, presentations and campaigns. • Content is delivered in accordance with campaign and communications schedules. • Creative solutions contribute to audience engagement and digital growth objectives. • Visual content supports consistent messaging across digital channels.
Brand management and creative excellence	• Brand consistency maintained across all EMF communications. Design work reflects organisational values and strategic priorities. • Opportunities to improve visual identity, audience engagement and creative effectiveness are proactively identified. • Communications materials meet professional design standards.
Stakeholder engagement and organisational contribution	• Strong collaborative relationships developed across EMF and external suppliers. • Design requirements are clearly understood and translated into effective visual solutions. • Active contribution to a positive, collaborative and high-performing team culture. • Work practices are consistent with Epworth values, policies and strategic objectives.

Position Description



Organisational responsibilities	• Adhere to Epworth Medical Foundation's donor-centric cultural values • Communicate and act in ways that are consistent with Epworth's values • Support and promote the work of Epworth, maintaining a positive image of the organisation in accordance with the level of position • Comply with all Epworth's policy, code of conduct, procedures and practices, external funding body requirements and legislation • Apply and uphold the principles of a respectful, inclusive and diverse workplace, free from discrimination, harassment or bullying
Safety and wellbeing responsibilities	• Participate actively and positively in the area of health and safety to reduce all hazards and incidents within the workplace • Report all hazards, incidents, injuries and near misses immediately to your manager and log them in RiskMan • Adhere to infection control/personal hygiene precautions • Implement and adhere to Epworth OHS policies, protocols and safe work procedures • Mandatory training completed at agreed frequency

6. Position Requirements/Key Selection Criteria

COMPONENT	
Qualifications	Essential • Tertiary qualification in Graphic Design, Communication Design, Visual Communication, Digital Design or a related discipline.
Previous Experience	Essential • Min 7 years experience, preferably within a not-for-profit, healthcare or communications environment • Demonstrated experience in graphic design, visual communications or a similar creative role. • Advanced proficiency in Adobe Creative Cloud, including InDesign, Photoshop and Illustrator. • Experience designing for both print and digital environments. • Strong understanding of branding, typography, layout and visual storytelling principles. • Ability to manage multiple projects, stakeholders and competing deadlines. • Strong communication and interpersonal skills.

Required Knowledge & Skills	Essential • Strong creative and conceptual design skills. • Ability to interpret strategic briefs and translate them into effective visual communications. • Exceptional attention to detail and commitment to brand consistency. • Understanding of accessible and audience-focused design principles. • Ability to work collaboratively with a diverse range of stakeholders. • Demonstrated project management and organisational skills. • Ability to balance creativity with business and fundraising objectives. Desirable • Knowledge of print production processes and supplier management. • Experience developing digital assets for websites, social media and email marketing. • Familiarity with video, animation and multimedia content creation.
Personal Attributes & Values All employees are expected to consistently work in accordance with Epworth's values and behaviours • Respect • Accountability • Compassion • Excellence	• Ability to build and maintain rapport and effective relationships with key internal and external stakeholders • Demonstrated ability to contribute positively to team functioning in a multi-disciplinary team • Highly developed verbal, written and negotiation skills • High attention to detail to deliver high-quality output • Demonstrated ability to operate as an agile, collaborative and self-motivated team member • Ability to meet customer service needs consistently with Epworth's values • Ability to navigate through an ambiguous and fast-paced, changing environment • Commitment to a culture of continuous learning and quality improvement • A 'can-do' attitude and solutions-focused management approach, with a proven track record in meeting KPIs and project management • Ability to prioritise and problem solve

Position Description



Document Control

Date Developed:	Date Last Reviewed:	Developed and Reviewed By (Position Title):
September 2026	n/a	Communications and Digital Manager

Employee Position Declaration

I have read and understand the requirements and expectations of the above Position Description. I agree that I have the physical ability to fulfil the inherent physical requirements of the position, and accept my role in fulfilling the Key Accountabilities. I understand that the information and statements in this position description are intended to reflect a general overview of the responsibilities and are not to be interpreted as being all-inclusive.

Employee Signature: _____

Print Name: _____ Date _____