

POSITION DESCRIPTION

Graphic Designer



Position Title	Graphic Designer
Classification	HEW 5
Position Number	TBC
School/Office	Office of Future Students, Marketing & Communications
Division	Division of Western Sydney & External Engagement

POSITION PURPOSE

The Graphic Designer plays a vital role in delivering high-quality graphic design outputs that support student recruitment, engagement, and brand visibility. The position contributes to the University's strategic objectives by producing innovative and effective visual communication materials, ensuring brand consistency and accessibility. The role works closely with internal stakeholders under the supervision of Design Team Leader and under the direction of the Head of Content, Creative and Communications - to translate project briefs into creative outcomes that align with the University's identity and marketing goals. This role will also support the development and delivery of a Self-Service portal and explore the use of AI in design.

KEY ACCOUNTABILITIES

Marketing Design Delivery

- Design and produce creative materials for marketing campaigns, student recruitment, events, and brand initiatives.
- Ensure all creative outputs align with the university's brand guidelines and visual identity.
- Develop campaign assets including digital and social media material, print and video.

Shared Service Design Support

- Respond to design requests from faculties, schools, and university departments as part of a managed service request system.
- Provide creative advice, adapt concepts for various audiences, and ensure brand compliance in all externally facing materials.
- Manage competing deadlines and project priorities from multiple stakeholders.

Digital-First and Accessible Design

- Create content optimised for digital platforms, including website assets, email graphics, and multimedia content.
- Apply accessibility standards (e.g. WCAG compliance) to ensure inclusivity in design.
- Use AI-assisted tools where appropriate to streamline workflows and generate creative variations.

Collaboration & Stakeholder Engagement

- Work closely with marketing team members, content producers, and digital specialists to deliver integrated campaigns.
- Liaise with faculties and administrative divisions to understand needs, gather requirements, and present design solutions.
- Contribute to collaborative brainstorming, creative reviews, and planning sessions.

Innovation and Continuous Improvement

- Monitor industry trends in graphic design, digital media, and AI-powered creative tools.
- Suggest improvements to design processes, templates, and style guides for efficiency and impact.
- Participate in shared services reviews to ensure design support meets organisational needs.

QUALIFICATIONS, EXPERIENCE AND SKILLS

1. A relevant undergraduate degree and/or demonstrated experience in graphic design or visual communication.
2. Proven experience in producing design work in response to client briefs, ideally with a digital first approach.
3. High proficiency in Adobe Creative Suite (InDesign, Photoshop, Illustrator).
4. Strong written and verbal communication skills, with the ability to explain design concepts to diverse stakeholders.
5. Demonstrated ability to manage competing priorities, meet deadlines, and work independently or as part of a team.
6. Knowledge of contemporary design trends, utilizing AI in design and digital-based design standards.

Desirable:

- Understanding of accessibility and inclusive design principles.
- Experience working within a large, complex organisation or higher education environment.

KEY RELATIONSHIPS

This position reports to: Graphic Design Team Leader

This position supervises: Nil

Key internal relationships:

- Content, Creative and Communications team
- Broader Marketing team

Key external relationships: Creative Agencies and freelancers where required

CHALLENGES

- Managing multiple design requests from stakeholders with varying levels of design literacy.
- Meeting tight deadlines and quality expectations in a fast-paced, high-volume environment.
- Balancing client needs with brand, technical, and accessibility constraints.
- Keeping up-to-date with evolving design tools, technologies, and standards relevant to higher education marketing.

UNIVERSITY EXPECTATIONS

The University expects that all employees are aware of, and comply with legislation and Western's policies and procedures relevant to the position, including but not limited to:

- Code of Conduct
- Work Health and Safety and Wellbeing Management System
- Enterprise Agreement or Award
- Anti-discrimination principles, Equal Employment Opportunity and staff and student equity.

Approved by:

Date: