



POSITION TITLE: Graphic Designer and Communications Assistant

DATED: January 2017

REPORTS TO: Marketing and Communications Manager

Prepared BY: Head of Human Resources

POSITION PURPOSE

The Graphic Design and Communications Assistant is responsible for providing assistance with marketing and communications projects across print and digital channels. In particular, this includes designing publications and collateral for print and online, under the guidance of the Marketing and Communications Manager. This role also provides support for the day-to-day operations of the Marketing and Communications Department.

POSITION STATUS

This is a permanent, full-time position with four weeks annual leave plus the College closure days, usually four per year.

WORKING RELATIONSHIPS

- Marketing and Communications Manager.
- Digital Marketing Assistant.
- Director of International Programs, Marketing and Communications.
- This role also requires liaison with a wide range of stakeholders including current and past students, parents, staff and the wider College community.

DUTIES AND ESSENTIAL JOB FUNCTIONS

Functions	Measure(s) of Success
Design a range of printed collateral, including but not limited event programs, invitations, flyers, certificates and handbooks, using College templates.	Printed collateral is produced to a high standard in line with corporate image guidelines.
Assist with the production of regular print publications, including yearbook, biannual magazine, Annual Report and annual calendar. Includes completing design and layout, and assisting with writing and editing copy.	Publications are produced to a high standard and in line with corporate image guidelines.
Produce weekly online newsletter, including sourcing, editing and uploading content.	Newsletter is produced to a high standard each week.
Assist with the creation and distribution of regular EDMs, using College templates.	EDMs are accurate and distributed on time.

As directed, liaise with internal stakeholders with regards to graphic design requirements.	High level of client service provided at all times.
Assist with photography/videography at day-to-day events and activities for use in print and online.	High-quality photography/video available to support communications projects.
Assist with other communications and marketing functions as directed.	Assistance is provided to the Director of International Programs, Marketing and Communications and the Marketing and Communications Manager as required.

OTHER FUNCTIONS AND RESPONSIBILITIES

- Ad-hoc photography for other departments/functions where reasonable.
- Any other tasks as deemed appropriate by the Marketing and Communications Manager.

QUALIFICATIONS AND SKILLS

- Formal qualification in Graphic Design and/or relevant experience.
- Understanding of contemporary design principles and a creative approach.
- Advanced skills in Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere, Audition), including creating, manipulating and using templates to prepare artwork for print and use online.
- Strong writing, editing and proofreading skills with an ability to write for various audiences and platforms.
- Knowledge of Wordpress and MailChimp (or similar) is desirable.
- Photography, videography and post-production skills are desirable.
- Outstanding organisation and attention to detail.
- Ability to manage multiple projects and competing deadlines in a busy, fast-paced environment.
- Strong interpersonal and communication skills and the ability to work effectively with a wide range of stakeholders.

GENERAL RESPONSIBILITIES

All staff are to be supportive of the St Leonard's College Mission Statement and to enhance the school's reputation as one with a warm and caring environment, characterised by efficiency, professionalism and a willingness to meet the individual needs of those within its community.

It is a condition of employment that all staff provide a Criminal Record check (if requested) and Working with Children check before their position will be confirmed.

- The College:
 - is an equal opportunity employer;
 - complies with the requirements of the Privacy Act;
 - has a strong commitment to OH&S;
 - will not tolerate harassment of any kind.
- Communication – effective, helpful and positive.
- Confidentiality – Protect the privacy and confidentiality of all personal information (staff/families/students).
- Teamwork – work together as a team to achieve the best results. Share information and collaborate across all sections of the College; trust, respect and support.
- Accountability – we do our work with honesty, integrity and enthusiasm.
- Performance – we perform to the best of our ability.
- Initiative – looking for opportunities to improve the way we work; flexible, adaptable and efficient.

All staff are expected to actively support these standards.

Child Safety and Protection Responsibilities

St Leonard's College is committed to the safety and wellbeing of our students.

The College has zero tolerance for child abuse and is committed to the protection of all children from all forms of child abuse. In this context, the College implements a comprehensive Child Safety and Protection programme across the entire College community.

All staff are responsible for understanding and applying the College's Child Safety and Protection Policy and procedures including being compliant with the Child Safety Code of Conduct and being proactive in reporting any concerns or identified risk.

Where students are under staff care, there is an obligation to take all practical steps to protect students where a risk to students' safety has been identified.