



POSITION TITLE: Graphic Designer and Marketing Assistant

DATED: March 2019

REPORTS TO: Director of Marketing and Communications

Prepared BY: Head of Human Resources

POSITION PURPOSE

The Graphic Designer and Marketing Assistant is responsible for providing assistance with marketing and communications projects across print and digital channels including social media. In particular, this includes designing publications and collateral for print and online, under the guidance of the Director of Marketing and Communications. 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

- Director of Marketing and Communications.
- Graphic Designer and Communications Assistant.
- Digital Marketing Assistant.
- Director of International Relations.
- 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

- Design a range of digital and printed collateral, including but not limited event programs, invitations, flyers, certificates and handbooks using College templates.
- Assisting with writing and editing copy, completing design and layout of print advertisements and online digital advertising and social media content (including posting of social media content as required).
- Assist with the production of regular print publications, including yearbook, biannual magazine, Annual Report and annual calendar.
- Assist where required with the production of the weekly online newsletter, including sourcing, editing and uploading content.
- Assist with the creation and distribution of regular EDMs, using College templates.

- As directed, liaise with internal stakeholders with regards to graphic design and marketing requirements.
- Assist with photography/videography at day-to-day events and activities for use in print and online.
- Assist with other communications and marketing functions as directed, including public relations.

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 Facebook, Instagram and LinkedIn is desirable.
- Knowledge of WordPress and Mail Chimp (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 which is 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 (WWCC) or Victorian Institute of Teaching (VIT) before their position will be confirmed.

- The College:
 - is an equal opportunity employer; o complies with the requirements of the Privacy Act; o has a strong commitment to OH&S; o will not tolerate harassment of any kind.
- College Standards - all staff are expected to actively support the following standards;
 - 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.

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 Protection Programme across the entire

College community.

All staff are responsible for understanding and applying the College's Child Protection and Safety Policy 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.