

## Position Description –Graphic Designer 1 – 3 years industry experience required

**Position**                      **Graphic Designer**

**Reporting Relationships**                      Reports to the Managing Director

**Objectives**                      The main objective of this position is to provide graphic design services for The Hub Marketing Communications team.

This position has the opportunity to grow with a marketing communications firm and develop a wide variety of marketing materials for a range of clients across Government, not-for-profit, corporate and commercial industries.

**Responsibilities**                      Creation and management of all graphic design for a myriad of client needs. This position liaises with the marketing communications team for the provision of a variety of graphic design requirements.

This position must have a strong understanding of the importance of brand management and the development of quality, functional and innovative graphic design materials in-line with the overall brand approach and budget for various clients. Experience in pre press file preparation is critical for this role.

Activities include (but not limited to):

- Brand creation and management
- Design of the following marketing collateral (to name only a few):
  - newsletters (electronic and hard copy)
  - brochures
  - stationery
  - posters
  - proposals / tender documents
  - electronic templates
  - magazines
  - websites
  - style guides
- Brand colour management
- Pre-Press preparation and management
- Output proofing
- Liaison with The Hub team
- Client brief management
- File management and general administration

Must be a team player and be an excellent communicator regarding the presentation and explanation of design materials created.

Understand the different functional needs of the marketing materials and how the design fits with these requirements.

Excellent time management to maximise client output and success.

Work with the Managing Director and The Hub team to source new business.

## **KEY PERFORMANCE AREAS**

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This document sets out the Key Result Areas and the resultant core competencies that relate to the position.

<b>KPA</b>	<b>Measurement</b>
Build strong working relationships with The Hub team, clients and future clients.	Team and client feedback and relationships.
Strong written and verbal communication skills and positive approach to work environment.	Positive enthusiastic approach to work environment.
Create creative strategies and approaches for clients.	Ability to 'think outside the box' for design which are achievable and functional for clients.
Overall brand management and implementation of graphic design for clients.	Good clear methods of operation / creative development / planning and time management.
Strong clear writing skills. Has the ability to proof materials from both a design and written perspective.	Limited errors and ability to accurately correct documents.
Strong listening skills and ability to create graphic design materials based on client and team briefs.	Ability to create materials with limited need to revisit work.
Work with The Hub Managing Director and other team members to build business opportunities.	Good understanding and ability to create new business proposals including graphic design and the success of proposals.

## CORE COMPETENCIES

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### a) Skills

#### Must Have:

1. Excellent written and verbal communication and presentation skills.
2. Be creative and innovative in your design approach.
3. Highly computer literate and have experience in the Adobe Creative Suite 3 including Indesign, Photoshop, Illustrator and Acrobat.
4. Experience in Flash, Dreamweaver and other web based tools would be highly regarded.
5. Experience in Microsoft word is required.
6. Understanding of pre-press requirements and the importance of file preparation dependent on output requirements.
7. Awareness of commercial viability of working in a small business and required returns.
8. Ability to develop personal and corporate relationships with potential future clients, key stakeholders and The Hub team.
9. Excellent customer service skills.

### b) Knowledge

#### Must Have:

1. Appropriate qualifications in graphic design related disciplines.
2. Sound understanding of managing brands and marketing collateral for design consistency and strength.
3. Understanding of pre-press print processes for development of all collateral.
4. Understanding of how graphic design fits with an integrated marketing communication strategy and approach.

#### Nice to Have:

1. Experience in Flash, Dreamweaver and other web based tools would be highly regarded.

### c) Attributes

#### Must Have:

1. Must be self sufficient and a positive 'can-do' attitude.
2. Able to work autonomously and as part of a small team.
3. Open and easy communicator with strong listening skills.
4. Able to develop graphic design strategies and materials for clients.
5. Able to sensitively work with all clients.
6. Be highly diplomatic.
7. Able to cast a positive profile of The Hub.