

Vision

A cancer free future.

Statement of purpose

We are Australia’s leading cancer charity uniting the community to reduce the impact of cancer.

Position description and person specification

Position title:	Graphic Designer		
Unit:	Marketing, Fundraising & Relationships		
Department:	Marketing		
Location:	202 Greenhill Rd, Eastwood		
Manager:	Marketing Manager		
Employment:	1.0 FTE (full time)		
Last updated:	September 2019	By whom:	Marketing Manager

Cancer Council SA

- has worked resolutely since 1928 to deliver cancer research, prevention, and support services.
- is the state’s leading independent, cancer-related, non-government organisation, dedicated to reducing the impact of cancer for all South Australians
- invests in three main strategic objectives: research, prevention and support
- is uniquely positioned as a resource for action and a voice for change towards a cancer free future
- is committed to The National Principles of Volunteer Involvement and Management
- maintains a non-smoking workplace and provides assistance with quitting
- requires employees and volunteers to promote cancer-preventing healthy lifestyle practices and behaviours, as outlined in organisational policies.

Our core values are represented by 16 value statements that encapsulate 16 behaviours—they are grouped into four headline attitudes:



<p>CAN-DO</p> <p>Innovation <i>We look to the future</i></p> <p>Commitment <i>We stay the course</i></p> <p>Selflessness <i>We help each other</i></p> <p>Courage <i>We are brave</i></p>	<p>STAKEHOLDER DRIVEN</p> <p>Creating value <i>We deliver social impact</i></p> <p>Accountability <i>We are answerable for our actions</i></p> <p>Responsibility <i>We are financially prudent</i></p> <p>Appreciation <i>We celebrate success</i></p>
<p>HIGH PERFORMING</p> <p>Stretch <i>We strive for success</i></p> <p>Excellence <i>We are dynamic</i></p> <p>Management <i>We understand our boundaries</i></p> <p>Ownership <i>We take ownership of our behaviour</i></p>	<p>OPENNESS AND INTEGRITY</p> <p>Respect <i>We are respectful</i></p> <p>Acceptance <i>We are accepting</i></p> <p>Honesty <i>We are authentic</i></p> <p>Trust <i>We do what we say</i></p>

Unit role and objectives

Marketing, Fundraising & Relationships

The Business Development Unit is focused on promoting the impact achieved by the organisation and marketing the services offered by Cancer Council SA. The team harness the passion of the community to generate the income required to assist with critical research, prevention and support programs, through some of Australia's most loved campaigns and the development of new fundraising initiatives.

Position overview

This exciting role will work within the brand guidelines to deliver a variety of professional artwork required for both internal and external uses. This role is responsible for scheduling, coordinating and producing design concepts and finished art for a range of internal and external resources, support material and advertising material. The role will work closely with Brand Marketing, Product & Operations, Relationships, and Services, Research and Public Policy teams and will play a key role in driving cross-organisational collaboration.

Reporting relationships

This position reports to: Marketing Manager
Number of staff reporting to position: Nil

Key accountabilities (outcome based)

Establish and implement best practice processes for high quality and timely communications material and production through:

- Designing and producing corporate and marketing communication material for all areas of the organisation.
- Producing high quality artwork for both print and digital platforms within tight deadlines
- Ensuring all production work is of the highest standard, on time, on brief and ensures all materials reflect Cancer Council brand guidelines and visual identity.
- Ensuring Copy Clearance is achieved for all communication pieces.
- Working collaboratively with and provide advice to Project Officers (job owners), to ensure effectiveness of all communications and consistency of the brand message.
- Providing direction to any contractors engaged for production of communication material ensuring that they have accurately responded to the brief and have done so within agreed timeframes and budget
- Conducting audits of Cancer Council SA materials in order to determine if they meet the brand guidelines or if they can be improved through additional design work being undertaken
- Sourcing and liaising with external suppliers including printers and external designers as required.
- Pre-press and print preparation of final artwork for a variety of printed collateral, including large format signage
- Ability to design digital collateral for a range of advertising mediums.
- Ensuring that all Cancer Council design and image files are maintained and archived in an organised and logical manner

- Provide recommendations for the improvement of CCSA communications and production processes as we look for continuous improvements.
- Designing internal communications material for the organisation and assisting in the coordination, editing and maintenance of Cancer Council intranet and website as required.

Ensure effective and efficient day-to-day running of design requests by:

- Managing and triaging all design requests placed with the communications team from across the organisation through receipt, delegation, scheduling and follow up process.
- Provide recommendations for the improvement of Cancer Council SA communications and production processes as we look for continuous improvements.

Maintain communications budget through:

- Monitoring expenditure against set budgets
- Processing purchase orders and invoices

Protect your own health and safety and that of others by:

- Complying with and actively contribute to the development of organisational policy and safety systems.
- Following reasonable instructions and training and complying with organisational policy and safety systems.
- Identifying and reporting workplace hazards and incidents to their supervisor.
- Complying with Cancer Council SA's OHS&W policies and procedures.
- Provide a safe working environment for all staff (paid and voluntary), contractors and invitees.
- Ensure that your staff (paid and voluntary), contractors and invitees comply with policies and procedures as updated from time to time.

Special conditions

- The successful applicant must be a non-smoker.
- Intra/inter-state travel, out of hours and weekend work may be required
- May be required to attend functions and events as appropriate
- Appointment will be subject to a satisfactory police check and may require a further Department of Human Services clearance.

Person specification (knowledge, skills and experience)

- Tertiary qualifications in graphic design or a related discipline (required)
- 3 years experience in graphic design/digital design (required)
- Strong skills in Adobe Creative Suite software including Indesign, Illustrator, Photoshop and Acrobat (required)
- Premiere Pro skills (desired)
- Knowledge and experience working with digital design and digital design software (required)
- Proven experience in fast paced, deadline driven environments and a proven ability to manage multiple tasks and priorities (required)

- An ability to adapt and work collaboratively with others to achieve outcomes in a high pressure environment (required)
- An understanding of latest graphic design trends across ATL, BTL, digital and social media marketing (required)
- Understanding and willingness to work within a 'billable hours' structure of working (required)
- Ability to think creatively and create concepts from scratch under tight time constraints, with flexibility to change direction nimbly and positively (required)
- Experience in interpreting production briefs and working collaboratively to achieve final products on schedule (required)
- A high achiever with a willingness to contribute to and promote a positive, team focused, can-do culture (required)
- Basic photographic skills (desirable)
- Experience in expense control management (desirable)

Signatories

Incumbent

Name: _____

Signature: _____

Date: _____

Manager

Name: _____

Signature: _____

Date: _____