

Position Description

Graphic Designer

Reports to: Director Communications &
Events
SNAICC Level: 4

Business Unit: Office of the CEO

FTE: 1

Direct Reports: 0

Position summary

In line with SNAICC's strategic direction, the Graphic Designer is responsible for the creation of a wide range of print and digital assets to support SNAICC's communications and media strategy across the organisation.

The position will be responsible for the graphic design and layout of digital and print-ready assets, including but not limited to event collateral for externally facing events including the SNAICC Conference, National Aboriginal and Torres Strait Islander Children's Day, digital images for the SNAICC website and social media channels, EDMs, infographics, various internal and external documents, reports, promotional items and merchandise.

The Graphic Designer will work closely with stakeholders to ensure high-quality, on brand resources are provided to SNAICC members, supporters and key stakeholders which promote the organisation's strategic outcomes.

As part of the Strategic Engagement and Communications team, and in accordance with SNAICC's Board/CEO delegations and quality requirements, policies and procedures, the Graphic Designer reports to the Director Communications & Events and works closely across the teams.

The Strategic Engagement and Communications team is a small team of communication specialists responsible for all communications and marketing to drive: media and sector engagement; stakeholder engagement; organisational membership; and branding and awareness - to advance the needs, rights and aspiration of Aboriginal and Torres Strait Islander children and their families.

Key responsibilities

- Contribute to the development and implementation of graphic design requirements across all SNAICC key priorities, campaigns, and events including but not limited to National Aboriginal and Torres Strait Islander Children's Day, Family Matters, and the SNAICC Conference.
- Develop and maintain the production of high-end corporate design that reflects brand excellence.
- Produce a range of high-quality graphics, including the development of animated GIFs and banners to create engaging digital experiences.
- Work collaboratively with team members to deliver compelling content such as design assets/graphics for SNAICC e-newsletters, social media posts and publications, that is engaging and relevant to targeted members & stakeholders.
- Maintain and utilise a strong understanding of trends and changes in the digital industry to inform innovative visual strategies and drive high-quality visual engagement with intended audiences across all platforms.
- Develop strong working relationships with internal and external stakeholders.
- Work collaboratively with team members, colleagues and external stakeholders to translate complex information and messaging into digital assets that are culturally informed, respectful and engaging for intended audiences.
- Design and develop multimedia content such as videos to support SNAICC's advocacy, resources, campaigns, and events.
- Support SNAICC's communication strategies and initiatives by developing digital assets and design content for use on SNAICC website, social medial platforms, in e-newsletters, and other publications as relevant.
- Other duties consistent with the above.

SNAICC Competency Framework

1. Organisational Awareness & Professionalism

- 1.2.1 Organisational Awareness
- 1.2.2 Time management
- 1.1.4 Taking Responsibility
- 1.1.5 Problem solving

2. Community and Interagency Relations

- 2.1.1 Networks and stakeholders
- 2.1.4 Knowledge of Community
- 2.1.5 Social Justice

3. Communication & Relationship Skills

- 3.2.2 Written communication
- 3.2.3 Verbal Communication
- 3.1.5 Interpersonal skills

6. Service Delivery

- 6.2.3 Stakeholder outcomes
- 6.2.4 Diversity

8. Program & Contract Management

- 8.2.4 Achieving results

Common duties shared with other SNAICC staff

- Contribute to SNAICC internal planning processes including staff meetings, and review of SNAICC strategic and operational plans.
- Write reports, articles and provide information for the SNAICC website, newsletter and other SNAICC publications as required.

4. Leadership & Teamwork

- 4.1.1 United vision
- 4.1.2 Strategic focus
- 4.1.3 Team Dynamics

9. Risk Management, Workplace Safety & Quality

- 9.1.1 Strategy
- 9.1.3 Risk management

Significant relationships:

External

- Suppliers
- SNAICC partners
- Media
- Funding bodies (govt & non-govt)

Internal

- Strategic Engagement and Communications Team members
- SNAICC Business Units: Office of the CEO; Programs; Policy and Research

Key selection criteria

Knowledge & experience

- Broad knowledge and understanding of issues impacting upon Aboriginal and Torres Strait Islander children and families, and commitment to the rights, needs and aspirations of Aboriginal and Torres Strait Islander children and families.
- A minimum of 3 - 5 years graphic design experience in a creative studio or in-house environment.
- Demonstrated project management experience within the space of marketing/communications campaigns, delivering a project from brief through to print and/or digital production.
- Highly skilled in print and pre-press aspects of production, ensuring flawless execution from concept to final output.
- Exceptional ability to manage your own workload effectively, delivering projects on time and efficiently within a fast-paced, deadline driven environment.
- Highly competent in the use of creative software including Adobe Creative Cloud (InDesign, Illustrator, Photoshop) and Canva
- Demonstrated understanding of communications strategies.

- Demonstrated high proficiency in driving content design for print and digital platforms, with a focus on improving the online user experience through websites, social media and other mediums.
- Understanding and experience in designing accessible documents in line with WCAG compliance
- Excellent verbal communication skills and a demonstrated ability to establish collaborative working relationships with internal and external stakeholders, suppliers, and organisations
- Demonstrated ability to work collaboratively in a team environment.
- Ability to work independently in a fast-paced environment, with exceptional time management skills, and demonstrated ability to manage multiple projects simultaneously.

Qualifications & requirements

- A tertiary qualification in graphic design, visual communication, or a related discipline.
- Experience in communications, media, marketing or other relevant areas.
- Portfolio of relevant work
- Employee Working with Children Check (WWCC)
- Current National Police Check (no older than three months)
- Current Driver's License.

Who we are

SNAICC – National Voice for our Children is the national non-government peak body for Aboriginal and Torres Strait Islander children and families, and the sectors that support them.

Since 1981, we have been a strong National Voice representing the interests of Aboriginal and Torres Strait Islander children, families, communities and organisations across Australia.

Our work focuses on three key areas: research and policy, advocacy and sector development engagement and innovation.

SNAICC is governed by a Board of Directors and a Council made up of Aboriginal and Torres Strait Islander community-controlled organisations and leaders from the early years, child safety, development and wellbeing sectors.



For more information about SNAICC, visit our website and view our Strategic Plan.

Our shared values

- **Cultural safety:** Aboriginal ways of knowing, doing and being are our foundation and embedded in all aspects of our business activities. We expect cultural humility from those we work with.
- **Collaboration & trust:** We value reciprocity and partnerships. We show curiosity rather than judgment and give people the benefit of the doubt.
- **Respect & kindness:** We are all valued and valuable. We communicate with people holistically, recognising their humanity.
- **Accountability & integrity:** We do what we say we will. We accept individual and shared responsibility for our actions and outcomes.
- **Staff wellbeing:** We are committed to the wellbeing of our staff.

Organisational expectations

- Compliance with organisational policy and procedures, including code of conduct.
- Take reasonable care to ensure no risk of harm to self and others in the workplace. This includes immediately reporting any incidents, near miss, hazards, and injuries.
- Participate in and contribute to Health Safety and Wellbeing activities to ensure a safe work environment for staff, clients, contractors and visitors.
- Comply with Workplace Health and Safety legislation, standards, SNAICC WHS policies and procedures to participate in the achievement of a safe working culture.
- Where appropriate, participate in workplace inspections, accident reporting and investigations and provide information, instruction and coaching.

Acknowledgement of incumbent

I have read and understood the requirements of the position.

Name:

Signature:

Date: