

POSITION DESCRIPTION – General Staff
For levels 1 to 5

Position Title: Designer Level: 5

Faculty/Division: Planning, Marketing & Communications Division,
Office of the Senior Deputy Vice Chancellor

Department/Location: Strategic Marketing & Communications

Primary purpose of the position:

The Designer is responsible for the production of creative material for range of media including brochures, advertising, web pages, social media, video – all of which bring life to the UOW brand.

Taking direction from the Design and Creative Services Coordinator, the Designer ensures consistent application of the UOW visual identity and brand voice, whilst also meeting the goals of a range of internal stakeholders including the Executive, Faculties, Schools and Research Groups. The Designer will coordinate a number of internal and external resources, to ensure that creative projects have the desired impact.

Position Environment:

The Designer position is located in the Planning, Marketing & Communications Division (PMCD), which comprises a Strategic Planning unit, an Institutional Reporting, a Rankings & Reputation Unit and a Strategic Marketing, Communications & Media Unit. Sponsored by the Senior Vice Chancellor the Division has approximately 30 staff and ensures that a coordinated synergy exists between all areas of Strategic and Operational Planning, establishment of KPI's, strategic marketing, media relations, monitoring of KPIS, University rankings & positional reputation and Government reporting. The division interacts regularly with the wider University community, other Universities and Government bodies.

The Strategic Marketing & Communications (SMC) unit is responsible for the management of UOW's brand and reputation, and all aspects of the University's marketing, communications and media-relations activities. By fostering proactive relationships across the University, the unit develops and implements effective marketing and communication strategies. The unit guides and coordinates communication efforts that connect UOW audiences with relevant messages and approaches that align to UOW's strategy.

Major Responsibilities:

Responsibilities		Outcome	Percentage of Time
1.	Develop and design creative material for the full range of media platforms.	All materials produced to brief and are on brand	40%
2.	Assist in the management of information, templates, systems and processes that ensure consistent application	UOW brand is applied consistently and appropriately.	20%

	of the UOW brand		
3.	Manage a range of simultaneous design creative projects whilst, working within agreed timelines and budget.	Projects track as planned and meet objectives.	15%
4.	Liaise with Marketing Communications Coordinators within SMC and other UOW stakeholders to promote the UOW brand, ensure clarity of communication briefs, task progress and expectations.	Tasks are delivered to brief and agreed timeline.	10%
5.	Advise on appropriate media or platform for execution of creative material including brochures, advertising, web pages, social media and video.	Material is produced on media that maximises effectiveness and ROI.	5%
6.	Manage external specialists including artists, designers, photographers and videographers.	Specialist services are of a high standard and provided within budget.	5%
7.	Liaise with external suppliers, printers and consultants, including UOW Printery	Material is produced efficiently and to a high standard	5%
8.	Observe principles and practices of Equal Employment Opportunity	To ensure fair treatment in the workplace	Ongoing
9.	Have OH&S responsibilities, accountabilities and authorities as outlined in the OHS Roles and Responsibilities Document	To ensure a safe working environment for self & others.	Ongoing

Reporting Relationships:

Position Reports to:	Design and Creative Services Coordinator
The position supervises the following positions:	Nil
Other Key Contacts:	Photographers/Consultants/Videographers Marketing and Communications staff in faculties and divisions Marketing Communications Coordinators Staff within the PMCD ITS ECM

SELECTION CRITERIA - Knowledge & Skills:

Essential:

- Demonstrated working knowledge of key design software such as InDesign, PhotoShop, Illustrator, Flash.
- Excellent written and oral communication skills and attention to detail.
- Demonstrated ability to work well under pressure/handle several projects at once.
- Demonstrated ability to deal with clients independently and liaise with contacts at all levels.
- Demonstrated understanding and application of key marketing communications principles

Desirable:

- Knowledge of marketing and communication trends in the Higher Education sector.
- Project management skills.

SELECTION CRITERIA - Education and Experience:

Essential:

- A Bachelors degree in Design or a related discipline, or equivalent relevant experience and professional development.
- Demonstrated experience in layout/design of communications from conception through to delivery.
- Demonstrated experience working with photographers/videographers to capture marketing communications images.
- Demonstrated experience producing material using print production processes.
- Demonstrated experience producing material for the web.

Desirable:

- Experience working in an agency or internal marketing/communications services department.

Personal Attributes:

- Effective time management skills.
- Initiative, enthusiasm and a positive attitude.
- Excellent communication skills.
- Able to work in a team environment
- Ability to influence others.

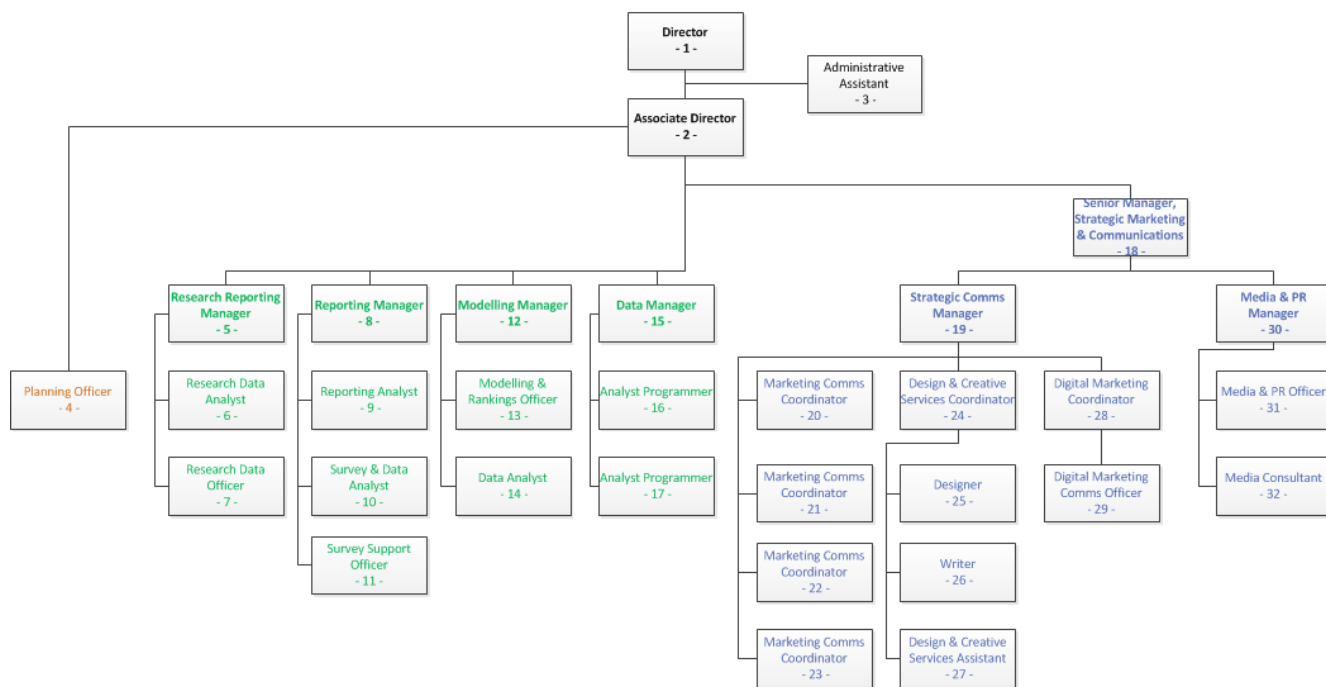
Special Job Requirements:

The Designer may be required to travel and work extended hours from time to time.

Organisational Chart:

Planning, Marketing & Communications Division

Organisation Chart



**Strategic
Planning
Unit**

**Reporting, Rankings
& Reputation Unit**

**Strategic Marketing & Communications
Unit**

Approval:

Approval by Head of Unit: _____

Date: _____

Approved by Human Resources: _____

Date: _____