

POSITION DESCRIPTION – General Staff
For levels 6/7 and above

Position Title: Design and Creative Services Coordinator Level: 6/7
Faculty/Division: Planning, Marketing & Communications Division,
Office of the Senior Deputy Vice Chancellor
Department/Location: Strategic Marketing & Communications

Primary purpose of the position:

The Design and Creative Services Coordinator is responsible for coordination and enhancement of UOW's visual identity and brand voice. This includes development and implementation of brand management resources, the coordination and 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 Strategic Communications Manager, the Design and Creative Services Coordinator ensures creative services are delivered to meet the goals of a range of internal stakeholders including the Executive, Faculties, Schools and Research Groups and also ensures the consistent application of the UOW visual identity and brand voice across the institution. The Design and Creative Services Coordinator will coordinate a number of internal and external resources, to ensure that creative projects have the desired impact.

Position Environment:

The Design and Creative Services Coordinator 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 Accountabilities/Responsibilities:

Responsibilities		Outcome	Percentage of Time
1.	Lead the Creative and Design Services Team to develop and produce creative marketing solutions and materials for range of media to meet the goals of a range of internal stakeholders.	Team delivers, facilitates and contributes to the implementation marketing and communication activities that support the University's brand, positioning and operational objectives.	25%
2.	Coordinate and curate all aspects of the management of the University's visual identity and brand voice, ensuring it is consistently applied and enhanced.	UOW brand is managed, applied consistently and appropriately.	15%
3.	Establish brand management information, templates, training, systems and processes that will ensure and assist stakeholders in understanding its application.	Stakeholders have access to brand assets and receive support and advice as required.	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.	15%
5.	Oversee and manage a range of simultaneous design creative projects whilst, working within agreed timelines and budget.	Projects track as planned and meet objectives.	15%
6.	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%
7.	Engage and manage external specialists including artists, designers, photographers and videographers.	Specialist services are of a high standard and provided within budget.	5%
8.	Liaise with external suppliers, printers and consultants, including UOW Printery.	Material is produced efficiently and to a high standard.	5%
9.	Supervisory roles: Communicate and consult with staff on workplace and staffing matters.	To foster direct relationships with staff and enhance engagement with the organisation.	Ongoing
10.	Observe principles and practices of Equal Employment Opportunity	To ensure fair treatment in the workplace	Ongoing
11.	Have OH&S responsibilities, accountabilities and authorities as outlined in the http://staff.uow.edu.au/ohs/commitment/responsibilities/ document	To ensure a safe working environment for self & others.	Ongoing

Reporting Relationships:

Position Reports to:	Strategic Communications Manager
The position supervises the following positions:	Designer Writer Design and Creative Services Assistant
Other Key Contacts:	Senior Manager Strategic Marketing & Communications Director Planning, Marketing and Communications Executive Director Planning, Marketing and Communications Staff within the PMCD Faculty Executive Staff Marketing and Communications staff in faculties and divisions University Printery Staff ECM ITS

Key Relationships:

Contact/Organisation:

Internal stakeholders including the Executive,
Faculties, Schools, Divisions and Research Groups
External Photographers & Videographers
ITS and ECM
UOW Printery

Purpose

Advise and develop material

Production of content
Support for production of online projects
Brand management support, Print production
management, creative production and graphic design
overflow

Key Challenges:

1. Managing multiple projects and deadlines at once.
2. Devising creative marketing solutions in a highly complex stakeholder framework and competitive marketplace.
3. Focussing marketing resources and budget effectively for maximum impact.
4. To achieve the Unit's strategic work objectives through direct communication and consultation with staff and colleagues.

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.
- Project management skills.
- 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.
- Understanding of customer service principles.

Desirable:

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

SELECTION CRITERIA - Education & Experience:

Essential:

- A Bachelors degree in Design or a related discipline, or equivalent relevant experience and professional development.
- Extensive professional experience.
- 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.
- Demonstrated experience supervising staff.

Desirable:

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

Personal Attributes:

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

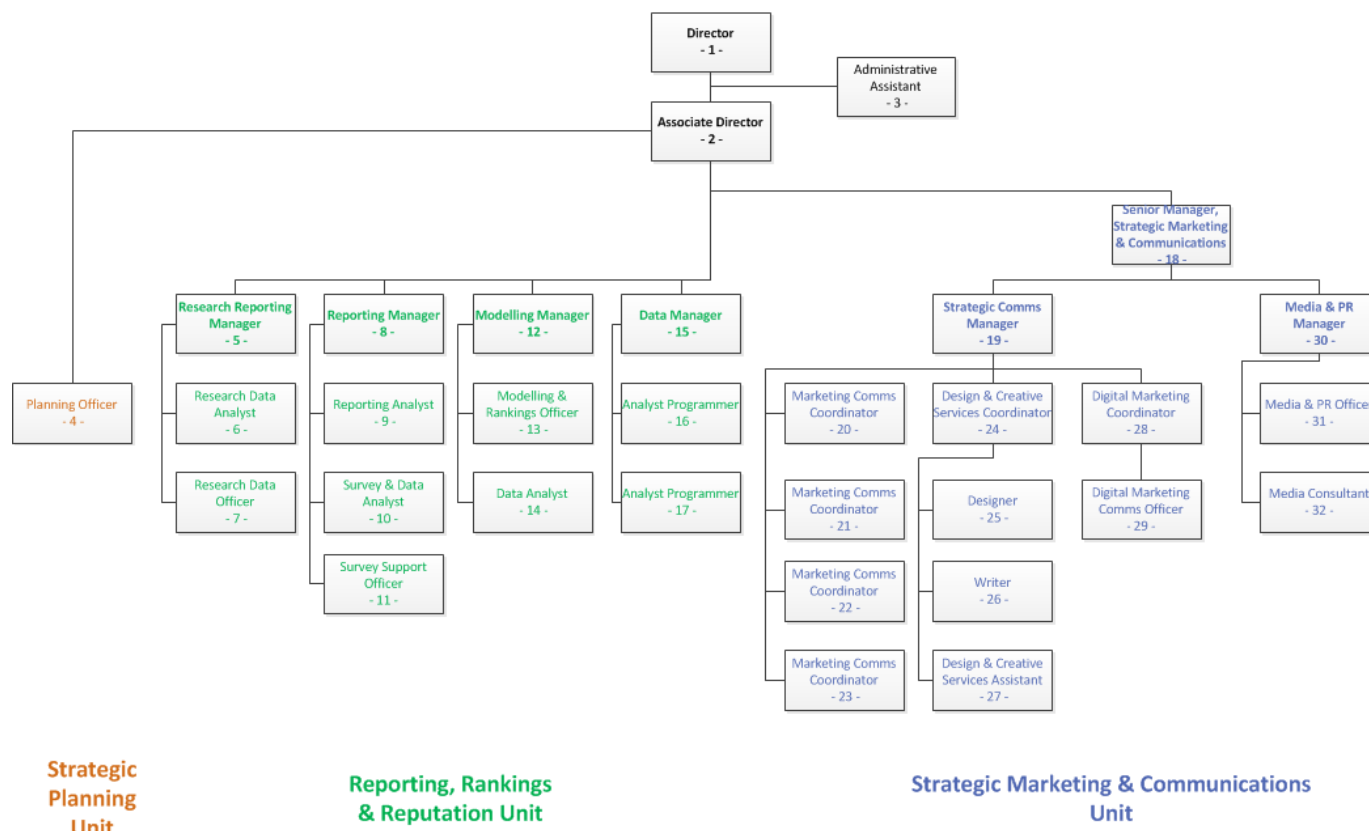
Special Job Requirements:

The successful applicant will be able to travel and work extended hours when necessary.

Organisational Chart:

Planning, Marketing & Communications Division

Organisation Chart



Approval:

Approved by Head of Unit: _____

Date: _____

Approved by Human Resources: _____

Date: _____