

## Position Description

<b>POSITION TITLE:</b>	Graphic Designer
<b>DEPARTMENT:</b>	Marketing & Communications
<b>RESPONSIBLE TO:</b>	Senior Manager, Media, Marketing & Communications
<b>DIRECT REPORTS:</b>	Nil
<b>EMPLOYMENT TYPE:</b>	Permanent; Full-Time
<b>LOCATION:</b>	Panorama
<b>SCREENING REQUIRED:</b>	
<input checked="" type="checkbox"/> National Police Check <input type="checkbox"/> DCSI – Working with Children <input type="checkbox"/> DCSI – Disability <input type="checkbox"/> Medical	

Bedford changes the lives of people with disability by building capacity, independence and wellbeing. We do this by providing a broad suite of NDIS support services including employment opportunities and social participation activities. We offer exceptional tailored services to meet individual goals, in the workplace and in the community. We build healthy relationships, foster skills to last a lifetime, and pride ourselves on providing hands-on support to plan all areas of our customer's lives. Above all, we promote individual choice and control to empower people with disability to live fulfilled and happy lives.

### POSITION SUMMARY

As the Graphic Designer, you will provide creative design solutions for the organisation across print, electronic and digital within deadline, to cost and to quality standards.

You will lay out documents, prepare marketing materials and promotional campaigns, whilst ensuring adherence to brand style guide and templates with interpretation required for new executions.

### KEY RESPONSIBILITIES

- Champion the delivery of the NDIS Practice Standards, NDIS Code of Conduct, as well as the NDIS Quality and Safeguarding Framework.
- Support employees to achieve their NDIS goals and objectives.
- Effectively contribute to the development and management of the visual standards guide for the Bedford marketing collateral and publications for both print and online.
- Create compelling visual content for the Bedford website and online platforms as required, including managing and editing images for the Bedford and lottery websites.
- Design print collateral that includes but is not limited to annual reports, publications, flyers, posters, appeal letters, lottery promotional materials and events and key fundraising campaigns.
- Design for digital and social media marketing (e.g. banners, tiles and ads).
- Design of wayfinding and general signage for Bedford.
- Effectively proofread all design documents.

- Assist the Marketing & Communications team with coordination of brand management including use of logo and brand guidelines dispersal to third parties and approval.
- Manage the image database including identifying gaps and administration of talent release forms.
- Undertake the creative interpretation of marketing design briefs.
- Create photo and video content to support Bedford business units in meeting their strategic objectives and preparation of photos for print and website use.
- Comply with all Bedford policies and procedures including the Code of Conduct and provide feedback where required.
- Travel between office locations/regions as and when required.
- From time to time provide practical assistance to team members to assist in achieving production timelines.
- Undertake other duties as required and per the direction of the Senior Manager, Media, Marketing & Communications.

## **KEY CHALLENGES**

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- Use a creative and innovating approach to develop creative design initiatives which elevate the Bedford brand.
- Build collaborative relationships with key stakeholders across Bedford.
- Ability to meet competing deadlines within the organisation.

## **SKILLS/ATTRIBUTES**

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### **Personal Attributes**

- Demonstrated ability to plan, prioritise and work efficiently to competing deadlines.
- Ability to identify creative solutions to design.
- Exceptional organisational skills and attention to detail.
- Ability to interpret creative briefs, discussion and negotiation.
- Ability to work independently and within a team and effectively communicate with people at all levels.
- Friendly and flexible with a 'can-do' attitude.

### **Essential Skills and Qualities**

- Tertiary degree in a design related field and/or a combination of relevant post- secondary qualifications and experience in a design related field.
- A strong understanding of print design and production.
- Experience with photography and video production.
- Demonstrated ability to produce static and animated digital graphics for use within web application and online advertising campaigns.
- Ability to follow brand requirements while remaining creative.
- Highly proficient in Adobe Creative Suite.
- Proficient in the Microsoft Office suite of products, Word, Outlook and PowerPoint.

## CORPORATE RESPONSIBILITIES

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In accordance with current legislation specific to your job role and responsibilities, all staff are required to become familiar with and work in accordance with the *Work Health and Safety Act 2012 (SA)*, *Return to Work Act 2014* and the *National Standards for Disability Services* (the Disability Services Standards).

## OTHER RELEVANT INFORMATION

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Further Information about Bedford may be found at: <http://www.bedfordgroup.com.au>

I confirm that I have read and understood the Position Description for the position of **Graphic Designer**.

**NAME**

Signed \_\_\_\_\_

Date \_\_\_\_\_