

<b>Position Title</b>	Multimedia Designer	<b>Report to</b>	Marketing and Communications Manager; Supervised by Production Senior Coordinator
<b>Division &amp; Team</b>	Marketing and Fundraising	<b>Location</b>	Subiaco
<b>New position or revision &amp; date</b>	Revised October 2024		

### Position Purpose

Design and develop materials for a variety of purposes using a creative approach whilst adhering to the brand guidelines. Advanced skills in Adobe Creative Suite are essential as well as a strong knowledge of pre-press and production processes.

<b>Our Vision</b>	Achieve a cancer-free future for our community.
<b>Our Mission</b>	Cancer Council Western Australia works with our community to reduce the incidence and the impact of cancer.
<b>Our Values</b>	<p><b><i>Making a real difference</i></b> We seek to have a major positive impact on the lives of all West Australians. We never stop seeking to improve and innovate what we do and are prepared to take risks to achieve breakthrough results.</p> <p>We do this by living the following values:</p> <ul style="list-style-type: none"> <li>• <b><i>Integrity</i></b> We have high standards and we do what we say we will do. We are transparent and consistent in the way we work and relate.</li> <li>• <b><i>Informed</i></b> We always seek the most solid foundation of evidence available in every practice we embrace.</li> <li>• <b><i>Care</i></b> We are passionate about our mission and deeply value our community and each other. We show empathy for those we are here to serve, respect and value our staff and volunteers and do everything we do with great care.</li> <li>• <b><i>Collaboration</i></b> We actively engage with others and each other to achieve our shared objectives. We create inclusive and empowering connections with and between our stakeholders to build the capacity we need to bring about great change.</li> </ul>

Key Responsibility Area	Inputs - Key Activities	Outputs - What is expected/end result	Measures - How it is measured
<b>Graphic Design/Production</b>			
	Undertake a range of design, layout and artwork tasks using Adobe Creative Suite	Designs are produced within budget, within agreed-upon timeframes, and are suited to the target audience.	Feedback from key stakeholders indicates jobs are produced within set timeframes and meet their needs
	Produce designs for Cancer Council WA that are consistent with branding guidelines	Designs are produced that adhere to the Cancer Council WA Brand Style Guide	Feedback from brand representatives within the Marketing and Communications Team indicate that work produced reflects that guidelines have been adhered to
	Create multiple creative concepts when requested.	Concepts align with the design brief and present creative options for consideration.	At least three creative concepts delivered within time allocated, with feedback indicating the concepts meet the design brief.
	Revise artwork based on stakeholder feedback.	Revisions are made accurately and within the agreed timeframe, incorporating requested changes.	Feedback from key stakeholders indicates artwork is revised according to any change requests accurately and in a timely manner
	Produce print-ready material	Graphic design jobs are finalised and meet printer specifications for production.	100% of print-ready files are reviewed and approved by the printer, with zero errors or delays reported by the printer.
	Produce and/or edit quick videos in Adobe Premiere Pro	Videos align with storyboard requirements and meet project objectives.	Feedback from key stakeholders indicates video content / edits meet their needs
	Produce basic animation for digital platforms such as website, eDM etc	Animations meet the design brief and are optimised for digital delivery.	Stakeholder feedback indicates animations meet project requirements

			and are successfully implemented on digital platforms.
	Capture high-quality photos when required.	High-resolution images are captured that align with brand and SunSmart guidelines.	Marketing and Communications Manager confirms images meet quality and branding guidelines, with 95% satisfaction in post-shoot evaluations.
<b>Print production</b>			
	Undertake print management duties	Cost-effective purchasing of print works minimising errors and delays and maximising quality	Key stakeholders are satisfied with the quality of material delivered and material is delivered on time.  Marketing and Communications Manager is satisfied that a number of quotes were sourced and final costs are within budget
	Maintain quality control, check and approve proof	Printer's proof is reviewed and checked for errors	Feedback from key stakeholders indicates final product is free of errors
<b>Filing and Archiving</b>			
	Filing and archiving of design jobs	Jobs are filled and stored in accordance with the filing protocol	Key stakeholders are satisfied that jobs have been archived correctly
<b>Occupational Health and Safety</b>			
	All team members are trained in all relevant Occupational Health and Safety processes relevant to their position  Appropriate personal protective equipment is used at all relevant times	PPE worn correctly at all times  Attendance at required OHS training  Hazards & Accidents reported	No Lost Time Injury  The workplace is maintained in a safe condition 100% of the time

	Any situation, event or incident that is in breach of Occupational, Health and Safety policies or procedures is identified and reported and corrective actions implemented where appropriate		
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Selection Criteria	Essential	Desirable
<b>Qualifications</b>		
Tertiary qualification in Graphic Design	X	
<b>Experience in required industry and or position</b>		
Minimum 3 years graphic design experience	X	
<b>Knowledge</b>		
Sound understanding of print production	X	
<b>IT skills</b>		
Advanced knowledge of Adobe Creative Suite	X	

<b>Other skills</b>		
Strong customer focus	X	
Creative approach and eye for design aesthetic	X	
Basic photography skills	X	
<b>Abilities</b>		
Work unsupervised to achieve deadlines	X	
Workflow management according to priorities	X	
Understand and follow brand guidelines	X	
<b>CCWA Values</b>		
Demonstrated understanding of and commitment to the values of Cancer Council WA	X	
Positive approach to the workplace	X	