

Position Description



Job Title:	Junior Designer
Department:	Marketing Department
Reports to:	Studio Manager
Location:	UNSW Campus Kensington
Date Revised:	March 2023

POSITION SUMMARY

The Marketing Department is a centralised service that is led by the Director of Marketing & Experience. Marketing has both a front office and back office function: it builds and promotes the organisation through marketing its brand, producing promotional campaigns and publications, and through the organisation's website, public relations and communications. Marketing also supports the organisation by undertaking market research.

The role of Junior Designer involves creative delivery of assets, campaigns and projects from brief to concept to final art across a wide variety of projects with guidance from the senior design team. These include social campaigns, print, signage, event collateral, merchandise, photography, video, and animation.

KEY TASKS AND ACCOUNTABILITIES

- Assist the designers and marketing department in developing concepts and ideas to put into action across print and digital platforms.
- Create unique and original content that appeals to students
- Work well within a team and be open to learning new skills. Be proactive and always look to expand your existing skills.
- Actively engage in fair and equitable workplace practices and behaviour to ensure discrimination-free workplace in accordance with legislative requirements;
- Comply with Arc Workplace Health and Safety (WHS) policy and procedures to actively participate in the achievement of a safe working culture;
- Maintain an awareness of Arc's environmental policies and procedures minimising the impact of Arc's business on the environment.

QUALIFICATIONS, KNOWLEDGE AND EXPERIENCE

- 1+ year experience in a similar role, or in the final year of a relevant degree
- A portfolio of work that demonstrates creative design solutions across a broad range of projects
- An eye for branding, design and attention to detail
- Experience in delivery of projects from brief to concept to final art
- Technical skills in the Adobe Creative Suite classics
- The ability to work in a small, collaborative environment

- Knowledge of photography and video editing, or an interest in learning the skills
- Knowledge of illustration and animation, or an interest in learning the skills
- Social media content creation
- Youth marketing and/or an interest in events that appeal to students

REPORTING RELATIONSHIPS

Manager:
Studio Manager

Reporting to this Position:
No reports

KEY RELATIONSHIPS

Internal:
Arc Staff & Volunteers

External:
UNSW Students & Staff
Suppliers
External visitors to campus

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.