



# Position Description

Position Identification			
Position Title:	Graphic Designer & Digital Content Producer – Carer Gateway (0.6 - 0.8FTE)		
Direct Reports	0	Indirect Reports:	0
HRIS Position Number:		Effective Date:	November 2023
Location:	Chifley Drive, Preston. Travel to other sites may be required.		
Scope of Practice:	Not Applicable		
Delegation of Authority:	Refer to Delegation of Authority Policy		
Agreement/Classification	<b>Merri Health Enterprise Agreement 2021</b> - <b>Management and Administrative Officers – Grade 4 (MAOG 4)</b> <small>*For HR use only</small>		
Organisational Context			
Divisional:	Healthy Communities		
Program:	Carer Gateway	Unit:	Operations & Service Support
Organisational Chart	<pre> graph TD     SM[State Manager Carer Gateway] --- PM1[Program Manager, Operations and Service Support]     SM --- PM2[Program Manager, Service Delivery]     PM1 --- SML[Strategic Marketing &amp; Communications Lead]     PM2 -.- SML     SML --- MM[Merri Health Marketing]     SML --- CSA[Communications Senior Advisor]     SML --- MA[Marketing Advisor (fixed term)]     SML --- MDS[Marketing &amp; Digital Specialist]     SML --- GDCP[Graphic Designer &amp; Digital Content Producer]           </pre>		
Position Summary			
<p>The Graphic designer and digital content producer is responsible for the execution of in-house design and multimedia initiatives, developing compelling, high-quality assets across diverse mediums, including print, digital, web and social media to promote awareness and positive engagement with Carer Gateway program.</p> <p>The Graphic Designer and Digital Content Producer also acts as brand guardian, providing advice to internal teams and consortia partners, ensuring all marketing and communications materials adhere to brand guidelines.</p>			
Position Accountabilities			
Responsibilities	<b>Graphic Design and Digital Content</b> <ul style="list-style-type: none"> <li>Maintain and promote the Commonwealth Government’s Branding &amp; Communications Framework for the Carer Gateway across Victoria.</li> <li>Work collaboratively with, advise and support consortia partners to be aware of and understand brand and design requirements in the Carer Gateway Visual Toolkit.</li> <li>Produce engaging and effective graphics, visual content and resources for use across digital platforms including including website, intranet/extranet, social media, email marketing, digital advertising and print to engage diverse carer cohorts and stakeholders to support the Carer Gateway aims</li> </ul>		



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	<ul style="list-style-type: none"><li>• Support the development and implementation of marketing and communications campaigns through strategic designs to engage target audiences</li><li>• Design marketing collateral and communications material such as brochures, flyers, posters, banners, billboards, newsletters, information packs, annual report contributions, magazines, and other printed or digital publications.</li><li>• Develop event materials, including invitations, programs and signage.</li><li>• In consultation with the Strategic Marketing and Communications Lead and the Merri Health Marketing Manager, work collaboratively with web developers to enhance and maintain user-friendly and responsive web design layouts for landing pages, considering user experience and interface design principles for the Carer Gateway.</li><li>• Design engaging email templates for marketing campaigns, surveys and newsletters on SWIFT, for different stakeholders and carer cohorts.</li><li>• Develop graphics, infographics, illustrations and interactive visuals such as data visualizations and icons to enhance carer engagement, particularly hard-to-reach cohorts.</li><li>• Design branded merchandise such as T-shirts, notepads and other items.</li><li>• Edit and retouch photos for digital use, ensuring high-quality visuals.</li><li>• Produce, edit and manage the creation of animations, promotional videos and multimedia presentations, in consultation with the Commonwealth Government and Merri Health Marketing.</li><li>• Liaise with cross-functional teams to understand objectives and translate them into creative, effective visual solutions.</li><li>• Manage multiple design projects and content production from brief to completion, ensuring projects are completed in a timely manner with a quality product.</li><li>• Coordinate production and dispatch of assets with external agencies, printers and internal stakeholders to ensure high-quality results.</li><li>• Use design to tell compelling stories about Carer Gateway services, impact and achievements.</li><li>• Support the implementation of the Carer Gateway State Marketing and Communications plan and rollout of the digital plan in Victoria.</li><li>• Provide clear and effective responses to internal Carer Gateway queries .</li><li>• Identify opportunities to improve marketing outcomes and efficiencies.</li><li>• Support the management of Carer Gateway brand and visual identity, ensuring compliance with funding guidelines and the Commonwealth Government Branding and Communications guidelines.</li></ul> <p><b>Other Duties</b></p> <ul style="list-style-type: none"><li>• Assist with, and participate in the Carer Gateway Marketing, Communications &amp; Engagement Community of Practice (CoP)</li><li>• Support internal and external promotion of Carer Gateway through owned and paid channels, and the sharing of best practice learnings and resources among CoP members.</li><li>• Work collaboratively with the Carer Engagement Team to support Consortia partners.</li><li>• Assist with related administration requirements including booking meetings, ensuring invoices are processed by accounts etc.  </li><li>• Maintain and enhance professional knowledge and technical skills by keeping up to date with new developments and relevant trends.</li></ul>
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	<ul style="list-style-type: none"> <li>• Willing to travel across Victoria, including overnight stays for key events.</li> <li>• Undertake any reasonable additional tasks as directed by Merri Health.</li> <li>• Ensure compliance with all relevant legislation, funding guidelines, service standards and contractual obligations.</li> <li>• Practice complies with professional registration, national code for health care workers and delegated scope of practice.</li> </ul>
<p><b>Safety and Risk</b></p>	<p><b>Occupational Health &amp; Safety (OHS)</b></p> <ul style="list-style-type: none"> <li>• All employees have a duty to take reasonable care for the health and safety of themselves and others affected by their actions at work, and to comply with Merri Health’s OHS Frameworks.</li> </ul> <p><b>Physical Inherent requirements (PIR)</b></p> <ul style="list-style-type: none"> <li>• Involves sedentary tasks requiring a low level of physical activity and alternation between seated and standing positions</li> <li>• Incorporates computer based activities, where employees are required to maintain a slight to moderate degree of cervical flexion for periods of several minutes at a time, occasionally sitting for periods in excess of 20 minutes</li> <li>• Sound upper limb joints, with the ability to withstand repetitive upper limb activity</li> <li>• May be required to occasionally lift and carry items weighing up to 10kgs</li> </ul> <p><b>Quality &amp; Risk</b></p> <ul style="list-style-type: none"> <li>• Be proactive in risk identification, notification and management.</li> <li>• Comply with Merri Health’s policies and procedures</li> <li>• Participate in quality improvement activities and engage clients in these activities when relevant.</li> </ul> <p><i>Merri Health is an equal opportunity employer and committed to ensuring a safe environment for children and young people. We encourage individuals of diverse backgrounds including but not limited to those from the Aboriginal and Torres Strait Islander, Culturally and Linguistically Diverse, the GLBTIQ community and those living with a disability to join our workforce.</i></p>
<p><b>Capabilities</b></p>	<p>All employees are expected to align their behaviours and utilise capabilities (or ‘soft skills’) in line with our organisational values and the level of responsibility of the position. The capabilities for this position can be found within Merri Health’s Capability Matrix.</p>
<p><b>Key Selection Criteria</b></p>	
<p><b>Essential</b></p>	<ul style="list-style-type: none"> <li>• Formal tertiary qualifications in graphic design.</li> <li>• Demonstrated experience in similar roles within marketing and design.</li> <li>• Experience in designing for a broad range of mediums (print and digital)</li> <li>• Proficiency with Adobe Creative Suite, Illustrator, CANVA and other relevant tools.</li> <li>• A genuine passion for all facets of design with a desire to make a positive difference</li> <li>• General photography and video editing skills.</li> <li>• Exceptional project management skills with an ability to work across competing priorities.</li> <li>• Confident, positive, flexible and a “can-do” mindset.</li> <li>• Highly developed interpersonal and communication skills.</li> </ul>



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	<ul style="list-style-type: none"><li>• Exceptional stakeholder and relationship management skills, with proven ability to collaborate and create partnerships to influence positive learning outcomes</li></ul>
<b>Desirable</b>	<ul style="list-style-type: none"><li>• Experience within the not-for-profit sector and/or working within a values-based organisation</li><li>• Experience working with carers and an understanding of the challenges facing carers.</li></ul>
<b>Checks, Licences and Registration</b>	<ul style="list-style-type: none"><li>• National Police check</li><li>• Statutory Declaration</li><li>• Category C Immunisation</li><li>• Right to work in Australia</li></ul>