Position Title: Designer

Division: Communications, Marketing and Events

Employment Status: 0.8 (FTE), Ongoing

Classification Level: Professional Level 5

Reports to: Coordinator, Design

Reported to by: Nil

Incumbent:

Date Effective: September 2018

Background:

The University of Melbourne Student Union Inc. (UMSU) is an incorporated association and is recognised by the University of Melbourne as the representative body for all students. UMSU is governed by an elected Students’ Council and twelve committees elected by and from students. UMSU is responsible for a broad range of student representative, student engagement and student support activities.

UMSU operates under the principles of Student Unionism which are broadly defined as student control of student affairs.

UMSU staff are organised within five Divisions:

- Advocacy & Legal;
- Arts & Culture;
- Communications, Marketing and Events
- Clubs and Volunteering; and
- Office of the Chief Executive Officer

Each Division is supported by a Student Advisory Group that is comprised of elected student representatives and designed to support ongoing collaboration between UMSU staff and elected student representatives. Student Advisory Groups provide feedback and advice from a student perspective to enhance participation in UMSU operated programmes and services.

The UMSU Constitution establishes that UMSU will:

1. advance the welfare and interests of students;
2. represent students of the University within the University and to the community;
3. provide amenities and services, principally for students and other members of the University community, and incidentally to the public.
4. provide an independent framework for student social and political activity;
5. develop, maintain and support student clubs, societies and associational life generally;
6. promote and defend the rights of students to education on the basis of equality, without regard
to race, colour, sex, sexuality, gender identity, age, physical disability, mental illness, economic
circumstances, political religious or ideological conviction, or national or social origin;
7. oppose violence and/or hatred through militarism, nationalism, or discrimination on the basis of
race, colour, sex, sexuality, gender identity, age, physical disability, mental illness, economic
circumstances, religion, or national or social origin;
8. provide a democratic and transparent forum in which students’ affairs and interests can be
governed in an effective and accountable manner; and
9. To promote free and accessible government-funded education.

In order to support these objectives UMSU staff observe the following values:

**Student Led and Focussed**
- Be true to our mission of ensuring student control of student affairs.
- Student needs and ambitions remain at the forefront of everything we do, and guide the
decisions we make.
- We will continue to foster a sense of ownership amongst students and student representatives,
to provide them with opportunities to shape the future direction of UMSU.

**Inclusive and Connected**
- Ensure that services, events and activities are accessible to, and take into account the needs of all
students.
- Offer students the capacity to lead and shape enriching experiences that foster a lifelong
connection to their communities.
- Providing opportunities for UMSU to engage with all students in some way.

**Effective and Engaged**
- Seek to influence, and be adaptive to, any changes in the University as they relate to students
- Development of a clear organisation-wide understanding of how we are perceived by students
and to understand their needs and priorities
- Be aware of opportunities for internal collaboration to improve responsiveness and service
delivery

**Accountable, Transparent and Responsive**
- Provide an environment and culture in which everyone feels included, supported and respected
- Maintain a positive and supportive organisational culture that is focused on the wellbeing of
staff, student representatives and volunteers
- Communicate openly with student representatives, staff and volunteers to ensure that we are
providing for their needs.
- A clear and consistent internal operating model to drive service provision

**Divisional Overview**

The Communications, Marketing & Events Division works closely with Student Representatives, staff
and Volunteer Program Directors to enable them to foster a genuine connection with the student
population across a variety of different media, activities and events. Working collaboratively with
staff and student representative departments, the Division provides expert advice and support to
key stakeholders in the conception, creation, design and implementation of departmental and
organisation-wide marketing and communications strategies and events that seek to engage
students with UMSU. The Division is also responsible for facilitating face-to-face communication and promotion through the Information Centre, and coordination of UMSU’s Orientation and Marketing programs.

Within the Communications, Marketing and Events Division, the Design Department develops and executes creative design solutions across a broad range of marketing print and digital channels to maximise UMSU’s profile with students and reinforce brand positioning.

**Position Summary:**

Working under the regular supervision of the Coordinator, Design, the Graphic Designer is expected to design, develop and deliver UMSU printed publications, design requirements and marketing collateral for events, online assets and print publications.

**Key Accountabilities**

**Graphic Design and Production**

- Design, layout, typeset and produce finished artwork for UMSU publications including posters, flyers, brochures, screens, guides, handbooks and forms;
- Deliver finished art to bureau stage;
- Under the broad direction of the Coordinator, Design, produce graphics using desktop publishing systems;
- Ensure relevant UMSU styles and guidelines are consistently maintained throughout all publications; and
- Support the development and maintenance of the graphic content of the UMSU online through web, newsletter and social media channels.

**Product Development**

- Develop and implement design solutions that are in line with stakeholder expectations, and within relevant organisational style and other guidelines;
- With guidance and support from the Coordinator, Design, project manage UMSU publications from inception through to completion and review;
- Where appropriate and in close consultation with the Coordinator, Design, quote and cost new projects and works.

**Planning and Evaluation**

- In conjunction with the Coordinator, Design, set realistic priorities and deadlines for project completion, track progress regularly and report appropriately to key stakeholders regarding project timelines;
- Ensure all design jobs are logged, tracked, and maintained within Communications, Marketing and Events Divisional databases;
- Contribute to the evaluation and review of existing printed publications and where appropriate, provide recommendations for improvements and enhancements; and
- Provide suggestions to the Coordinator, Design on future hardware and software capital needs.

**Relationship Management**

- Liaise with UMSU staff, student representatives and volunteer program directors to actively understand their business requirements before, during and post product development; and
- Work effectively with other members of the Communications, Marketing and Events Division by communicating regularly, educating and sharing knowledge with others about design requirements.
Health & Safety and Environmental Responsibilities of Staff

General Responsibilities

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct. OHS responsibilities applicable to positions are published at: OHS Roles and Responsibilities

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Employees.

Authority to Act

Executive authority to act is defined in:
- University of Melbourne Statutes and Regulations; and
- Individual position descriptions.

SELECTION CRITERIA

Essential Skills and Qualifications:

- Degree in Graphic Communication or a related discipline, or an equivalent combination of training/education and/or experience;
- Well-developed design skills using Adobe Design Creative Suite – in particular Illustrator, Photoshop and InDesign in a Macintosh environment; as well as Microsoft Office (Word and Power Point in particular), and Adobe Acrobat Professional;
- Sound knowledge of pre-press and printer technologies;
- Demonstrated ability to work to tight deadlines and manage workloads and competing priorities successfully;
- Well-developed interpersonal, communication and relationship building skills, including the ability to communicate concepts and complexities in straightforward terms; and
- Proven ability to work well as part of a team or independently, including the ability to work without direct supervision where appropriate.

Desirable Skills and Qualifications:

- Experience in the higher education sector and/or in student, community and/or membership-based organisations;
- Experience with WordPress Content Management Systems;
- Experience in producing graphic design to target young audiences, in particular University students; and
- Understanding of, and commitment to, principles of student unionism.
I have read, understood and agree to comply with the position description.

Signed: ________________________________  Date: __________
(Incumbent)

Signed: ________________________________  Date: __________
(Supervisor)