Position Title: Coordinator, Design

Division: Communications, Marketing and Events

Employment Status: Full time, ongoing

Classification Level: Professional Level 7

Reports to: Manager, Communications, Marketing and Events

Reported to by: Lead Designer, Designer

Incumbent:

Date Effective: December 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.

In addition, acting as an internal service provider to the broader organisation, the Division actively creates, designs and implements organisation-wide marketing and communications strategies and events to promote UMSU.

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:**

Operating under broad direction, the Coordinator, Design provides comprehensive advice and support for UMSU staff and student representatives in the development of marketing collateral and design requirements for events, online assets and print publications. Working collaboratively with staff, student representatives and Volunteer Directors, the role oversees the creative direction and development of graphic concepts across a range of media UMSU printed and online publications and marketing collateral. The position is responsible for ensuring consistent use of brand in accordance with organisational marketing plans guidelines to enhance UMSU’s profile and increase audience engagement.

The Coordinator, Design also provides supervision and oversight of a small team, ensuring there is efficient, consistent and effective interaction between members of the team and the broader organisation.

**Key Accountabilities**

**Graphic Design**

- Coordinate the creation and production of professional design and artworks for print, advertising and digital marketing campaign materials in accordance with organisational marketing plans and brand guidelines to enhance UMSU’s profile and increase audience engagement;
- Provide creative direction and identify innovative design solutions across the range of design marketing materials to ensure all communications reflect UMSU brand and monitor projects against project plans, design briefs and budget;
- Liaise with printers and media outlets to coordinate the production and dispatch of artwork that is in correct format and within agreed timelines;
- Monitor outgoing artwork for accuracy and oversee the production of press and print material from electronic artwork stage through to completion and delivery; and
- Implementing effective evaluation and feedback mechanisms to ensure ongoing quality improvement in the delivery of creative design activities.

**Relationship Management**

- Foster effective working relationships with key internal stakeholders, including student representatives, staff and external stakeholders to proactively identify and develop opportunities for collaboration;
- Work collaboratively with students and staff to execute consolidated and integrated design campaigns that are consistent and relevant;
• Develop effective cross-departmental working relationships and securing support for recommended strategies; and
• Represent the Division on the CME Student Advisory Group.

Leadership
• Provide leadership and support to the design staff by facilitating a positive work environment and culture;
• Assume responsibility for the recruitment, selection, supervision and performance management of design staff;
• Prioritise design projects and allocate tasks to ensure the design team operates effectively and efficiently and that projects are completed to agreed design briefs, deadlines and within budget; and
• Manage team workflow and project allocation to ensure optimal output, and a high standard of documentation and management of studio resources at all times.

Resource Management
• Assume responsibility for ensuring that departmental publications, promotional and campaign materials are compliant with UMSU’s brand identity;
• Provide advice and recommendations to the Manager, Communications, Marketing and Events on opportunities to improve, enhance and/or refine UMSU’s brand and values proposition;
• Oversee the Design department’s production outputs, ensuring that they are within design procedure and brand guidelines and comply more broadly with UMSU’s brand identity
• Ensure compliance with relevant legislation and policies; and
• Manage the Design Department budget.

Research, Analysis and Advice
• Carry out research and maintain knowledge of the latest developments and technology in graphic design and printing to ensure UMSU’s designs are current, relevant, and identifying opportunities for continuous improvement;
• Evaluate and review existing printed, online publications, and graphic design elements of Communications, Marketing and Events campaigns, and provide feedback to key stakeholders on the effectiveness of artwork created for campaigns, whilst also proposing opportunities for improving student engagement;
• Working closely with the Manager, Communications, Marketing and Events, coordinate the development, implementation and evaluation of design procedure and brand guidelines; and
• Provide technical advice to staff and student representatives in relation to the production of departmental publications, promotional and campaign materials to ensure compliance with relevant guidelines.

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:

- Tertiary qualifications in graphic design, publishing, or a related discipline, coupled with significant experience in the development, implementation and evaluation of professional design and artworks for print, advertising and digital marketing campaigns;
- Proven ability to work collaboratively with key stakeholders to execute consolidated and integrated design campaigns that are consistent and relevant;
- Highly developed skills in researching, evaluating and reviewing graphic design elements and the effectiveness of artwork created for campaigns;
- Demonstrated experience in coordinating the development, implementation and evaluation of design procedure and brand guidelines;
- Demonstrated experience managing team workflow and project allocation to ensure optimal output, ensuring that a high standard of documentation and management of studio resources is achieved at all times;
- Previous experience in effectively supervising staff, with the ability to coach and mentor individuals to achieve training and development standards.

Desirable Skills and Qualifications:

- Experience in the higher education sector and/or in student, community and/or membership-based organisations;
- Experience in qualitative and quantitative statistical research methods as they relate graphic design elements; 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)