

Position Description

Position Title:	Graphic Designer		
Reports to	Communications and Marketing Manager		
Directorate:	Office of the CEO		
Business Unit	Communications and Marketing		
Number of Direct Reports	0	Budget Responsibilities	0
EMPHN Classification	Band 3		

Reviewed by:	Claire James	Date:	20/09/2017
Approved by:	Megan McCreadie	Date:	20/09/2017

About EMPHN

With our partners, we will facilitate health system improvement for people in eastern and north eastern Melbourne. In doing this, our five key strategic priorities will be:

1. **Addressing health gaps and inequalities**
2. **Enhancing primary care**
3. **Leveraging digital health, data and technology**
4. **Working in partnership to enable an integrated service system**
5. **A high performing organisation**

Our four organisational values will underpin all work undertaken by EMPHN and our employees.



Leadership	<i>We champion innovation and embrace change which improves our work. We celebrate and build upon our achievements in health care.</i>
Understanding	<i>We listen and respect all perspectives and seek evidence for a deep understanding of each other and our community.</i>
Outcomes	<i>We are accountable for ensuring value for money for our communities, stakeholders and funding bodies. We focus on high impact, equitable health care solutions that increase efficiency and reduce waste</i>
Collaboration	<i>We enable those who touch the system to design the system through sharing knowledge, evidence and expertise. We work together across teams for shared outcomes.</i>

Purpose of Position

The Graphic Designer is part of EMPHN's Communications and Marketing Team, which is responsible for providing internal and external communications and marketing services across the organisation.

This role has a particular focus on design and layout for EMPHN's internal and external publications, including brochures, posters, reports, merchandise and infographics. It requires high level graphic design skills and demonstrated experience working with writers, photographers and printers to deliver high quality marketing and publication materials that meet the needs of internal and external stakeholders.

The Graphic Designer will have visual design and interpersonal skills, plus a folio of publications demonstrating different target audiences.

Key Relationships and Stakeholders

- Engage with a variety of staff from throughout the organisation including the CEO, Executive team and project officers
- Manage relationships with external contractors, including printers, signage companies and merchandise producers
- Participate in team meetings and work collaboratively with the Communications and Marketing Team
- Carry out project work independently and in conjunction with others

Accountabilities

- Produce a range of publications and marketing collateral for different target audiences and communications channels, including print publications, signage, merchandise, email marketing templates, online channels and infographics
- Maintain the integrity of EMPHN's style guide and brand identity through creating, using and supporting other staff to make use of approved templates using Microsoft Word
- Ensure all design is consistent with brand guidelines
- Update and refresh EMPHN brand guidelines as appropriate
- Develop photographic briefs and maintain a photographic library of commissioned and stock photos for a variety of internal and external uses

Team

- Participate in regular reviews of performance and demonstrate a willingness to close learning and capability gaps.
- Participate in regular team meetings and other organisational and stakeholder meetings as required.

Organisational

- Work towards the achievement of EMPHN Mission and Vision and the attainment of our key Strategic Priorities.
- Comply with all EMPHN's policies and procedures
- Work in a manner which upholds EMPHN Values of **Leadership, Collaboration, Outcomes** and **Understanding**.
- Maintain strict confidentiality while employed at EMPHN, and at times thereafter, as to the organisation's membership list, data, operating procedures, financial and employee information.

Health and Safety

- Adhere to all EMPHN Health and Safety policies and procedures and any relevant legislation regarding health, safety and environment.
- Take all reasonable care for your own and other's Health and Safety.
- Take a proactive approach to EMPHN health and safety initiatives.

Qualifications

- Relevant qualifications in graphic design, visual arts or a relevant area and/or professional experience in a similar role

Knowledge, Skills & Experience

- High level visual design skills and finished art skills
- High level interpersonal and relationship development skills
- Demonstrated ability to develop high quality publications, advertisements, infographics, diagrams, reports, PDF forms, brochures, online content for social media, website and intranet in collaboration with internal stakeholders
- Knowledge of graphic design software, including Adobe Create Suite applications is essential
- Demonstrated ability to manage projects, prioritise competing demands and manage workload issues to meet deadlines
- Knowledge of Microsoft applications and the creation of Word templates, as well as CMS, Dynamics CRM, MailChimp and SharePoint is highly desirable
- Video editing and animation skills is highly desirable
- Experience working in a not-for-profit organisation or the health sector is highly desirable
- Current Australian driver's license and willingness to undergo a criminal history record check