

Position Description



**Alannah & Madeline
Foundation**

Keeping children safe from violence

Position title: Brand and Design Specialist
Department: Communications and Fundraising
Reports to: Head of Marketing
Job type: Full time
Date: May 2019

ABOUT THE FOUNDATION

The Alannah & Madeline Foundation was set up in memory of Alannah and Madeline Mikac, aged six and three, who were tragically killed with their mother and 32 others at Port Arthur, Tasmania, on 28 April 1996. In memory of his daughters, Walter Mikac and a small group of volunteers set up the Foundation with the belief that all children should have a safe and happy childhood without being subjected to violence. The then Prime Minister launched the Foundation on 30 April 1997.

The Foundation:

- identifies issues that adversely affect the wellbeing of children; we work to help them recover, and protect them from bullying and violence.
- works across the spectrum of prevention and care to deliver state-of-the-art, evidence-based programs and products.
- works with the best minds to identify and reduce significant threats to children's safety through innovation and partnerships.
- speaks out on the need for systemic change to build a supportive and safe society.

The Foundation is committed to child safety. Our Child Safe Policy outlines our safe practices for children.

Our values are Caring, Friendliness, Respect, Responsibility, Valuing Difference and Including Others.

POSITION IN CONTEXT

Reporting to the Head of Marketing the Graphic Designer is a member of the Communications and Fundraising team and has accountability to support the delivery of the Foundation's marketing strategy. This role will manage the ongoing development and implementation of our brand and associated guidelines and will act as the Foundation's lead brand champion.

FREEDOM TO ACT

The Brand and Design Specialist works according to the policies and procedures of the Alannah & Madeline Foundation.

Position Description cont.



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MAJOR JOB RESPONSIBILITIES

- Manage the ongoing development and implementation of our brand and associated guidelines and will act as the Foundation's lead brand champion.
- Lead the direction and delivery of the Foundation's graphic design, including the production of creative and engaging digital and other content through our website, advertising, electronic newsletters, banners, social and print media.
- Manage our suite of branded communications and templates across both Alannah & Madeline Foundation and Dolly's Dream.
- Advise and consult on creative direction across all design projects, collateral and brand implementation.
- Collaborate with team members to innovate new creative concepts and designs to meet briefs and organisational objectives.
- Effectively manage overflow resources to ensure design jobs are completed to time and budget.
- Other tasks as requested by the Head of Marketing and the General Manager of Communications and Fundraising.

KNOWLEDGE, EXPERIENCE AND REQUIREMENTS

- At least 7 years' experience in brand management and graphic design.
- Tertiary qualifications in a design field (essential).
- Experience building brands and developing effective and engaging communications.
- Familiarity with different social media platforms and effective marketing processes.
- Expertise in Adobe Creative Suite i.e Photoshop, InDesign, Illustrator and Microsoft Office.
- Video Production and/or animation experience (desirable).
- Well-developed communication skills, experience and maturity to relate effectively with internal and external stakeholders.
- Exceptional ability to multi-task and project management with superb attention to detail and a "can do" positive attitude.
- Ability to work independently and within a collaborative team environment.
- Experience in a not for profit will be beneficial.
- Working with Children Check and Police Check