

<p>Position</p>	<p>Graphic Designer & Content Creator</p>	
<p>Key Requirements (Qualifications, Skills, Knowledge and Experience)</p>	<p>Essential Qualifications/Experience:</p> <ul style="list-style-type: none"> • A degree in Graphic Design, Media, Marketing or related discipline and/or equivalent experience • Excellent graphic design and content creation skills. Creative with an excellent eye for detail to produce marketing assets from end to end. These include (but are not limited to): <ul style="list-style-type: none"> ○ Brochures, advertisements, newsletters, posters, reports, printouts, direct marketing etc. for various projects ○ Content for social media accounts ○ Marketing campaigns and promotional collateral ○ Websites, digital platforms and email campaigns ○ Photographs suitable for marketing initiatives ○ Video production and editing for marketing initiatives ○ A vast array of marketing collateral in line with company branding • Demonstrated high-level digital marketing skills, including experience with: <ul style="list-style-type: none"> ○ Social Media platforms (Facebook, Instagram, LinkedIn, YouTube etc.) ○ Website CMS platform ○ EDM platforms ○ Digital advertising (Google AdWords, Facebook Ads Manager etc.) • Superior organisation and time management skills • Solid working knowledge of current marketing and communications practices • Ability to write, edit and proofread engaging and creative content to be shared across multiple channels • Excellent communication skills with demonstrated success working with a diverse range of internal and external stakeholders to deliver outstanding results • Self-starter with the ability to work autonomously as well as with the wider team and external stakeholders • Highly proficient in working with Adobe as well as Microsoft Office suites • Current full Driver’s License • National Police Check is required for all roles at LCM <p>Desirable:</p> <ul style="list-style-type: none"> • Events background • Understanding of and experience in the not-for-profit and philanthropic sectors 	
<p>Summary of Role (inc. Role Purpose)</p>	<p>This position assists the Marketing & Fundraising Manager to deliver a range of marketing, communications, fundraising and events activities across the organisation. The position requires the employee to develop working relationships with various internal and external stakeholders. Travel around the north and north-west of the state may be required periodically and other reasonable duties as directed by the Marketing & Fundraising Manager.</p>	
	<p>Key Responsibilities</p>	<p>Key Performance Indicators (observable and measurable)</p>
<p>Marketing and Graphic Design</p>	<ul style="list-style-type: none"> • Coordinate and deliver activities outlined in the annual Marketing and Fundraising Plan. • Develop, manage and deliver content for digital media and online platforms. 	<ul style="list-style-type: none"> • Activities are successfully delivered, and objectives are achieved in line with the Marketing Plan. • Platforms are managed as required and are accurate and up to date.

Learning and Innovation	<ul style="list-style-type: none"> • Develop, manage and deliver marketing collateral to internal and external stakeholders. • Regularly record and review data and marketing insight to create collateral that address the organisation needs. • Coordinate marketing and fundraising campaigns in line with the annual calendar. • Assist with special events. • Assist in the implementation and delivery of the Social Enterprise, Volunteer, Digital and Marketing plans. • Develop appeal campaign collateral in line with strategic direction. • Support all marketing, communication and fundraising initiatives across the organisation. • Perform other job-related duties as required. 	<ul style="list-style-type: none"> • Annual marketing objectives are met. • Marketing collateral assets are of a high standard, delivered in line with requirements and strategic plan. • Marketing collateral are delivered on time and shows effective and efficient use of resources. • Digital media and online platforms perform at a high level and achieve strategic goals. • Recording of data is timely and accurate. • Organisation of resources and assets are of a high standard • Communications are accurate, of a high standard and delivered in line with designated timeframes • Retail campaigns are delivered as specified in strategic plans and annual calendar. Creative collateral assets are of a high standard, delivered in line with the strategic plan.
	<ul style="list-style-type: none"> • Maintain an up-to-date knowledge of the resources available. • Participate in ongoing personal and professional development. • Participate in staff reviews. 	<ul style="list-style-type: none"> • Resource knowledge is up to date. • Shows initiative in identifying training and professional development programs and bringing to the attention of Management. • Contribution and participation in staff review is undertaken.

LAUNCESTON CITY MISSION VALUES

Faith	We have confidence that ethical actions will bring good results
Justice	We take personal responsibility to uphold what is pure, right and true
Compassion	We invest whatever is necessary to heal the hurts of others
Flexibility	We are attentive and responsive to the changing needs in our community
Enthusiasm	We work with passion and commitment to achieve our goals