



SENIOR GRAPHIC DESIGNER

DUTY STATEMENT

Our Club values are the strong beliefs and consistent behaviours of people in our organisation. They describe the way in which directors, staff and players of the Club behave, interact & work together and determine the culture of the Club. Our values are held in high regard and protected by every member on the on-field and off-field team.

Respectful All people are treated with respect regardless of their background or position.

Precision We expect excellence in everything that we do and are accountable for maintaining a high performance environment.

Adventurous We enjoy facing our industry's challenges and embrace progress with open arms.

Conviction Everyone involved with the Club is fully committed and gives 100 percent effort.

United We are selfless, we support and care for each other and we collaborate across our Club.

Commercial & Considered We drive for good commercial outcomes but always take the needs of our stakeholders into account.

Integrity We uphold high standards of behaviour, have deep respect for honesty and always work within the rules.

Our mission is to win more premierships than any other Club, while being consistently recognised as the best all-round Club and admired for our strong values.

Section	Description
<u>Title</u>	Senior Graphic Designer
<u>Reports to</u>	General Manager Commercial Operations
<u>Division</u>	Commercial Operations
<u>Core purpose</u>	To develop and deliver innovative, accurate, consistent and engaging design materials and communications to members and general public in the most efficient, clear, compelling, creative and cost effective manner.
<u>Qualifications, skills and attributes</u>	<ul style="list-style-type: none">• Degree/certificate in Graphic Design/Graphic Art• Minimum five (5) years experience as a Graphic Designer within a fast paced, high volume retail/corporate production studio• Demonstrated skill and advanced knowledge in Mac based software including Adobe InDesign, Illustrator & Photoshop• Excellent eye for detail and personal high standard of accuracy• Excellent communication and interpersonal skills



	<ul style="list-style-type: none"> • Strong time management and prioritisation skills • A preferred knowledge and understanding of AFL • Knowledge of Microsoft software including Word, Excel and PowerPoint • Sound knowledge of prepress and print across all marketing channels • Experience working in a high pressure, deadline driven environment • Proactive and innovative with sound problem solving skills • The ability to operate autonomously and within a team environment • Willingness to demonstrate initiative in seeking out additional or alternative marketing opportunities within collateral creation
<u>Responsibilities and duties</u>	<ul style="list-style-type: none"> • To liaise with internal customers to identify and develop their design brief including key deliverables and timeline. Ensure consistent communication and that expectations and promises are met. • Keep up to date with graphic design innovation and trends such as new technology, printing processes, etc • Ensure that the graphic design work completed is of the highest quality and standards • Coordination of third party deliverables such as printers, sign writers, etc. • Cataloguing and management of Club IP including AFL Match Day Player images, Match Day Event photos, logos, style guides, etc. • Day to day management of Graphic Design Graduate plus longer term planning and coaching of the Graduate • Contour, retouch and colour correct images to meet quality standard • To work on a wide variety of Geelong Football Club projects including but not limited to: <ul style="list-style-type: none"> ➤ Corporate collateral such as magazines, ticketing packaging, flyers/brochures, reports, event invitations, etc. ➤ Member communications via electronic direct mail, direct mail, etc. ➤ Work closely with Media to ensure all online communications are consistent and professional across website, video content and social media ➤ Collaborate across Marketing and all of Club to develop annual marketing campaign. ➤ Display material and physical presentation of the Geelong Cats and Simonds Stadium brand ➤ Advertising (print / magazine / website)
<u>Appraisal (s)</u>	6 monthly reviews conducted by the General Manager Commercial Operations
<u>Other</u>	<ul style="list-style-type: none"> • Current drivers licence • Ability to travel to interstate games occasionally • Available to work on match days and at other events as required