

Position Title	Graphic Designer	Reporting to	Senior Creative
Department	Strategic Marketing & Communications	Direct reports	N/A
Classification	C	Employment Status	Full-Time Fixed-Term (1.0 FTE), contract
Position Number	100028	Date	January 2021

## The organisation

The Royal Australian College of General Practitioners (RACGP) is Australia's largest professional membership body for general practitioners (GPs). We represent over 41,000 members including urban and rural GPs, medical students and registrars.

The RACGP's mission is to support GPs in improving the health and wellbeing of all Australians, "Healthy Profession. Healthy Australia". We provide skills and knowledge assessment, educational training and ongoing professional development for practicing GPs. We develop resources and guidelines, help GPs with issues that affect their practice, support research to link members with the latest advancements in the field and advocate on behalf of the general practice profession to set and maintain standards of high quality health care for Australians.

## Our values

RACGP Employees uphold our workplace values:



**Progressive leadership** Forward thinking and proactive leaders who lead by example and empower staff to create and drive innovation



**Quality** Honouring our Organisational Vision and Mission Statement by constantly striving for excellence in service delivery and advancement in the field



**Ethics** Committed to acting with morality, integrity and transparency in serving the best interests of all stakeholders



**Professionalism** Dedicated professionals who respect and collaborate with others and are fully accountable for their actions.

## Your team

The Strategic Marketing & Communications division applies a member-first lens to the development and implementation of brand strategy and communication and marketing campaigns and initiatives. The division also applies creative multimedia and design solutions to promote RACGP member services, events, products and resources. The three teams within Strategic Marketing & Communications include Strategy & Performance, Marketing & Communications and Content & Creative. Collectively the division is responsible for:

- marketing, content and communication strategy
- brand strategy and profile-building
- strategic marketing campaigns
- internal and external communication strategy
- audience and consumer insights
- creative multimedia and design solutions
- content and product development
- corporate and public affairs
- supporting political advocacy and government relations efforts
- public relations and helping to build and protect the reputation of the RACGP and general practice
- media management and spokespeople relations
- member communications
- social media.

## Your Role

The delivery of smart, creative and insights-led content is central to helping the RACGP to achieve its mission to see general practice empower and enable a healthy Australia.

The Graphic Designer works within a team dedicated to delivering content and creative solutions, providing innovative, strategic and creative design outcomes for stakeholders. On a day-to-day basis the Graphic Designer liaises with stakeholders across RACGP, with a close working relationship with the Content & Creative, Marketing & Communications and Strategy & Performance teams.

The Graphic Designer is a trusted advisor who readily communicates solutions for design related queries and industry best practice to stakeholders.

Working closely with the Senior Creative, Production Manager, Production Coordinators, Copywriter and Editorial experts, no two days look the same and the role aligns with an enthusiastic, agile approach to creative problem-solving.

## Key responsibilities

- Creative concept development and delivery
- Creating, producing and supplying a diverse range of print and digital collateral (including event collateral, assets for web and eDMs, social assets, digital ads, education materials, outdoor, posters, brochures, flyers and serialised and long-form publications).
- Taking projects from brief through to concept and on to finished art, including campaigns, working in liaison with the production team and relevant stakeholders.
- Brand champion - ensuring the RACGP brand is applied consistently and to a high standard.
- Collaborates within the Content & Design team, working closely with the other digital and design experts to deliver cohesive and consistent creative solutions, contributing to wider programs of work such as RACGP's advocacy, and RACGP's strategic goals.
- Participate in the RACGP Performance Review Cycle.
- Deliver agreed Work Performance Goals – to be developed in conjunction with Manager.
- Other duties as required.

## Environment, health and safety

1. Complies with the RACGP's OH&S policies and procedures
2. Takes reasonable care for the safety of his/her own health and safety and that of other people who may be affected by their conduct in the workplace
3. Seeks guidance for all new or modified work procedures to ensure that any hazardous conditions, near misses and injuries are reported immediately to the Manager
4. Participates in meetings, training and other environment, health and safety activities
5. Does not wilfully place at risk the health or safety of any person in the work place
6. Does not wilfully or recklessly interfere with or misuse anything provided in the interest of environment health and safety or welfare
7. Cooperates with the RACGP in relation to activities taken by the RACGP to comply with OH&S and environmental legislation.

## Equity, diversity and inclusion

8. Models and promotes appropriate behaviour in relation to equity and diversity principles and practices.
9. Embraces RACGP's equity and diversity initiatives, strategies and implementations in staff equity/diversity related areas, promotion of staff equity and diversity policy/training and RACGP's Reconciliation Action Plan.

## Your relationships

Your role requires interaction with the following stakeholders:

### Internal

- Strategic Marketing & Communications
- Membership
- Fellowship Pathways
- State and national faculties
- Government Relations, Policy & Practice
- Finance
- Legal
- IT
- Education Services
- CEO and the Executive Leadership Team

### External

- RACGP members
- Corporate partners

## Key selection criteria

### Experience, knowledge and skills

#### As a suitable candidate you will have:

- Demonstrated skills in Adobe Creative Suite, including InDesign, Illustrator, Photoshop and Acrobat
- Good working knowledge of Outlook, Word and PowerPoint
- Excellent communication skills with the ability to communicate and present creative ideas effectively across a wide range of internal stakeholders
- High attention to detail
- Strong time management and organisational skills, with the ability to continually review priorities and use a process-driven approach to remain highly organised
- The ability to work independently, as well as part of a team
- Experience using a Digital Asset Manager

#### As an ideal candidate you will also have:

- Experience in a centralised service department or studio
- Understanding / experience of HTML
- Understanding / experience of video production and photography
- Understanding / experience of UX and UI
- Experience in a membership-based organisation.

## Qualifications

### As a suitable candidate you will have completed:

- Tertiary qualification in Graphic/Communication Design or equivalent

### As an ideal candidate you will have completed:

- N/A

## Workplace behaviours

In your role, you are expected to:

- Positively influence others
- Take initiative
- Focus on service
- Make effective decisions
- Be transparent
- Be respectful
- Be emotionally intelligent
- Be flexible and adaptive
- Strive for excellence
- Demonstrate integrity
- Be accountable
- Collaborate

## Classification description

In accordance with the Enterprise Bargaining Agreement (EBA) 2018 or subsequent agreement.

## Declaration

I acknowledge that I have read and understood the **Graphic Designer** position description which forms part of my employment contract from the date of issue.

I accept that the Position Description may need amending and updating periodically due to changes in responsibilities and organisational requirements.

Employee: \_\_\_\_\_ (signature) Date: \_\_\_\_\_