

Position Title: Marketing Designer
Position Number: C005
Section: Marketing and Fundraising
Award: Non-award position
Award Level/Salary Range:

Approval

Signature of CEO: *Signed copy on file*

Approval Date: 17 January 2022

Date of Effect: 17 January 2022

POSITION OBJECTIVES

- To be committed to improve, uphold and achieve animal welfare.
- To design and develop unique, stand-out creative content for a variety of social media platforms, websites, and digital and printed marketing collateral for RSPCA ACT.
- To design and edit creative images in video, animations and still formats within the Marketing and Fundraising section.
- To provide support and assistance to the Marketing and Fundraising section as required.

DUTIES AND RESPONSIBILITIES**Marketing**

- Design and develop collateral for a variety of social media platforms as needed. This includes Facebook, Twitter, Instagram and eNews, etc.
- Maintain and update the RSPCA ACT main website, Guardian Angel, Million Paws and Cupcake Day websites, and any other websites as required by the manager of the marketing and fundraising team.
- Design interactive landing pages and other web content for marketing use.
- Project manage the re-development of the RSPCA ACT website in conjunction with the Marketing and Fundraising Manager.
- Design and develop templates for the eNews and other external and internal communications.
- Design collateral for promotions in any online and print material including for newspapers, magazines and signage including for the promotion of commercial services, animal promotions and education programmes.
- Be the point of contact with RSPCA national office and other state RSPCA's in particular regarding national collateral and design material.
- Design, develop and manage the creation of the annual report and other related collateral.
- Create and manage all still and video images required within the Marketing and Fundraising Team. This includes taking creative stills and short form video reels like social videos and gifs.
- Design, manage and order all printed material for RSPCA ACT including but not limited to letterhead, envelopes etc.
- Design and update email signatures, infographics, blog headers, memes etc as required.

- Collaborate with the Marketing & Fundraising team on copywriting and content.

Fundraising and Events

- Design direct and digital mail collateral, including liaising with external suppliers.
- Coordinate, design and maintain all RSPCA branded signage.
- Assist in maintaining and developing relationships with business sponsors and suppliers including printers and website developers.
- Work with the marketing and fundraising team to deliver and promote RSPCA ACT events, sponsorship programs and other fundraising activities.
- Provide support to the manager of the marketing and fundraising team.
- Provide hands-on assistance with all events and fundraising projects as required.
- Any other reasonable duties as directed by the manager of the marketing and fundraising team.

ORGANISATIONAL RELATIONSHIP

- The occupant of the position reports directly to the manager of the marketing and fundraising team.
- The occupant of the position works closely with members of the marketing and fundraising team.

FINANCIAL DELEGATIONS AND AUTHORITIES

- Nil

QUALIFICATIONS & PERSONAL ATTRIBUTES

Qualifications & Experience

Essential

- Minimum 2-3 years' experience in a similar position and/or similar position requirements.
- Advance design skills and highly proficient in the Adobe Create Suite (Photoshop, InDesign and Illustrator).
- Qualification in Graphic Design, Marketing or related area.
- Experience using, Drupal CMS or other content management systems.
- Photography and video experience including editing.
- Ability to move from concept to completed collateral in short turn-around times.
- Ability to manage multiple design projects at the same time.
- Knowledge of marketing, branding and communication practices.
- Ability to quickly acquire knowledge and understanding of the policies of the RSPCA

Desirable

- Exceptional writing skills.
- Intermediate knowledge of HTML5 and/or JavaScript.
- Knowledge of or experience in promotional work.
- Direct mail experience.

- Experience working with media including social media channels
- Experience with other charities or revenue generating businesses.
- Sound understanding or ability to acquire understanding of and commitment to EEO and WHS principles and practices

Personal Attributes

- Creative, resourceful and a great eye for detail.
- Organisational and time management skills that exceed most.
- Team player who is willing to get your hands “dirty.”
- Ability to perform well under tight deadlines and with competing priorities.
- Excellent interpersonal skills, including the ability to interact with a diversity of individuals from both within and outside the RSPCA ACT.
- High degree of motivation and demonstrated ability to work well as part of a team, but also to work independently, with minimum supervision when required.
- Highly developed organisational skills, ability to work under pressure, prioritise work and to meet set deadlines.
- Attention to detail and a high level of accuracy.
- Honest and reliable and willing to take direction.
- Flexibility to attend events and functions outside of regular 9am-5pm working hours.
- Demonstrated ability to be creative, proactive and to seize opportunities.

CONDITIONS OF EMPLOYMENT

- Detailed conditions of employment are set out in the occupant’s letter of engagement, the award and any other document referred to in relevant industrial relations laws.
- Adherence and compliance with the RSPCA ACT Code of Professional Conduct.
- Adherence and compliance with all RSPCA ACT policies and procedures as amended from time to time.
- Willingness and flexibility to work a weekend day if required.
- Willingness and flexibility to work outside set working hours on occasion.
- Approval for overtime must be given by the manager of the marketing and fundraising team prior to being worked.
- Travel within Australia may be required from time to time.

WORKING ENVIRONMENT AND RSPCA EXPECTATIONS

- There is a possibility of exposure to
 - infectious organisms
 - animal waste
 - allergens
 - chemical materials requiring OHS Material Safety Data Sheets
 - hostile persons
 - vicious animals.

- You need to be willing to work weekends and public holidays on occasion.
- You will be expected to maintain a neat and well-groomed personal appearance.
- You will be required to attend staff training sessions and staff meetings.
- You must demonstrate a commitment to maintaining a safe and healthy site environment for staff, clients and visitors.
- You will be expected to implement and promote the policies and positions of RSPCA.
- You need to demonstrate cooperative work practices and make a contribution to a positive culture.

SELECTION CRITERIA

1. Provide a one page “pitch” as to why you are interested in and the right person for this role.
2. Provide a link to your portfolio showing your best design work.
3. Provide examples of photography and video projects that demonstrate your experience and capabilities.
4. Detail your previous experiences in website management.

DOCUMENT CONTROL

Version Number: 5.3
Future Review Date: As needed

History

Date	Title	Notes
18 May 2011	Marketing & Design Assistant	Newly created position.
23 August 2013	Design & Marketing Officer	Change level, title, upgrade duties
4 September 2014	Marketing Designer	Change level, title
24 November 2014	Marketing Designer	Update titles, broaden responsibilities
22 February 2016	Marketing Coordinator - Fundraising and Design	Update title to better reflect the role. Update section title. Upgrade responsibilities of the role.
11 May 2016	Marketing Designer	Update title. Update responsibilities to better reflect the role. Update Selection Criteria.
9 February 2017	Marketing Designer	Salary adjustment. Amend duties.
1 August 2020	Marketing Designer	Position Objectives updated. Conditions of Employment updated. Update position titles.
17 January 2022	Marketing Designer	Position Objectives updated. Duties updated and selection criteria updated.