

# Position description



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| <b>Position</b>       | <b>Graphic Design and Brand Adviser</b>             |
| <b>Reports to</b>     | <b>Marketing and Brand Lead, Be You</b>             |
| <b>Work level</b>     | <b>3</b>  |
| <b>Group</b>          | <b>Services</b>                                     |
| <b>Team</b>           | <b>Be You</b>                                       |
| <b>Location</b>       | <b>Onsite at the Hub in Melbourne CBD or Hybrid</b> |
| <b>Direct reports</b> | <b>Not Applicable</b>                               |

## 01. Purpose of the position and link to Strategy 2023+ *Earlier, Easier, Together*

The Graphic Design and Brand Adviser is responsible for developing and designing creative across a range of mediums including, but not limited to, graphic design, static illustration, promotional content, and video. The Graphic Design and Brand Adviser is an expert in branding and design and will work collaboratively with the Be You unit to achieve our strategic objectives.

## 02. Key Accountabilities of Position

### Brand management

- Work in collaboration with the Brand and Marketing Adviser to review and update the Be You brand strategy, ensuring adherence to branding guidelines and brand positioning.
- Maintain consistent updates to Be You's content management system, Brand Hub.
- Stay up to date with design trends, industry best practices, and emerging technologies to enhance the design process continually.

### Graphic design and development

- Work collaboratively across the Be You unit to conceptualise and execute innovative graphic designs for all Be You activities, including, but not limited to, social media assets, email campaigns, printed materials, infographics, and other creative executions.
- Actively contribute to quality assurance processes and ensure all designs are safe, accessible, accurate, clinically sound, as well as meet equity and inclusion requirements.
- Adhere to brand, style and language guidelines, and contribute to the development of relevant guides.
- Have a deep understanding of graphic design platforms, including the full Adobe suite.

### Stakeholder management (internal and external)

- Develop impactful relationships with the Be You unit, serving as the primary liaison for brand and graphic design support and guidance to uphold the consistency and quality of marketing and brand outputs.
- Seek and incorporate feedback from stakeholders to iteratively improve designs and achieve the best possible outcomes.

- Assist with managing external suppliers such as creative and designers, to ensure delivery of activities within agreed time and budget parameters.
- Remain responsive to additional responsibilities that may arise, as directed by the Experience Manager, Be You, and the Marketing and Brand Lead, Be You.

### 03. Key outcomes, or desired impact of role, linked to Strategy

- Graphic design and brand initiatives that clearly supports the delivery of the Be You strategy in line with Beyond Blue's 2023+ strategy
  - Contribute to an efficient and effective Experience Team that delivers on agreed activity and provides appropriate advice and support across Be You and Beyond Blue
- KPI's/Goals are set in the performance review cycles – January to June / July to December as part of our [Thrive Framework](#).

### 04. Core Capabilities

Capabilities in our [capability framework](#) critical for role success include:

- Communicating – expresses information clearly and with purpose
- Community Centricity – actively listens to, understands and response to community and stakeholder experience and needs
- Innovating mindset – generates new ideas and embraces progress to create more value for Beyond Blue communities
- Digital discovery – uses available technology, data insights and digital resources to maximise efficiencies and effectiveness
- Critical thinking – uses logic and reasoning to identify the strengths and weaknesses of alternative solutions or approaches to problems

### 05. Specific Job Competencies

#### Education/qualifications and experience.

- Experience in a similar graphic design role.
- Expert proficiency in Adobe Creative Suite (InDesign, Photoshop, Premiere Pro and Illustrator).
- Graphic design · Demonstrated high level of skill in creative design, and a portfolio of graphic design work across digital, print and display channels.
- Strong typographical, graphical, and conceptual skills, including experience in telling stories through infographics/visual information.
- Experience following production processes and preparing finished artwork for digital, print and display outputs.

Experience with Content Management Systems

- Experience in brand.

### 06. Values leadership and our culture at Beyond Blue

**Beyond Blue Values** We all play a part and take responsibility for our impact on Beyond Blue's culture, in line with our [Values](#).

**Cultural competency** Beyond Blue strives to be a culturally safe and inclusive workplace. All employees are expected to undergo regular cultural competency training as part of their professional development plans.