

<b>ROLE TITLE:</b>	Graphic and Web designer	<b>BUSINESS UNIT:</b>	Marketing and Communications
<b>DATE:</b>	November 2021	<b>FTE:</b>	Casual 0.4 (16 hours per week)
<b>REPORTS TO:</b>		<b>ROLES REPORTING TO THIS ROLE:</b>	None

**APPROVED:** 10/11/2021

**ROLE PURPOSE:**  
 International Needs Australia (INA) is a Department of Foreign Affairs (DFAT) and donor-funded and accredited international development organisation that works with the poorest and most marginalised communities, especially women and children, to eliminate poverty and its causes regardless of affiliation. INA is different in our approach to international development and our engagement with Australian supporters because INA:

- focuses on women and children in three key areas: Education, Health and Livelihoods
- works in Southeast Asia, South Asia & Eastern Africa (currently Ethiopia, Uganda, Ghana, India, Nepal, Sri Lanka, Myanmar, Philippines)
- is grounded in Christian values and strives for a just world where all people are treated equally to reach their God-given potential
- commits to in-country project localisation with innovative partners and work through local staff and volunteers. We believe this is respectful and supports the development of more substantial and sustainable partner organisations and community outcomes
- believes in poverty alleviation through a cross-sectoral and holistic approach to community development. This approach lets us partner with donors and other agencies committed to holistic poverty alleviation, focusing on community-prioritised needs
- conducts national education programs with Australian students that align with the Australian curriculum to help youth clarify their personal purpose and increase empathy and understanding of global poverty and the Sustainable Development Goals
- brings our funding contributors and in-country partners closer together and easily co-design projects with all stakeholders to support innovation and alignment of programs

Marketing and Communications aims to increase income and brand awareness to support INA to achieve its Mission. The team:

1. delivers a regular schedule of appeals to inspire active support for INA programs from current and prospective donors
2. acquires new supporters (individual donors, business partners and schools) on a journey to fight injustice and alleviate poverty
3. enhances the donor engagement and journey
4. strengthens engagement with business, trusts and foundations
5. raises brand awareness through advocacy and communications campaigns
6. grows grant income

The **Graphic and Web Designer** is responsible for developing graphics and/or images for use on website, printed media and social media, and donor impact reports including infographics, templates and photos for INA’s website and social media channels according to the annual communications plan digital matrix.

**KEY OUTCOMES:**

- Study design briefs and determine requirements for printed and digital use
- Schedule projects and define budget constraints
- Conceptualise visuals based on requirements and consult with internal stakeholders accordingly
- Prepare rough drafts and present ideas
- Develop illustrations, logos and other designs using software or by hand
- Use the appropriate colors and layouts for each graphic according to INA’s style guide
- Work with copywriters to produce final design
- Test graphics across various media
- Amend designs after feedback
- Ensure final graphics and layouts are visually appealing and on-brand

**Direct working relationship:**

- Marketing and Communications Team Leader

**Internal Working Relationships**

- Marketing and Communications Coordinator
- Graphic/web designer
- Manager, Marketing and Communications (vacant) / Chief Executive Officer
- Partners and Major Donors Team Leader
- Donor & Community Relations Officer
- Education Officer

- Manager – Finance and Administration
- Manager International Programs
- Compliance and Programs Officer
- Contractors: graphic designer/s
- Partnerships Officer

**KEY SELECTION CRITERIA**

The successful applicant may be required to address the required capabilities by providing real evidence through stated and written examples of work. The responses should demonstrate the capabilities, and the achieved outcomes.

The claims of each applicant will be assessed against the Key Selection Criteria. Applicants should frame their application in the context of the requirements of the role and its key outcomes. The selection panel will assess applications against the capabilities below, taking into consideration the context of the role and any specific abilities that have been identified as being relevant /necessary for the role.



#### QUALIFICATIONS AND CAPABILITIES:

- A highly creative thinker
- Able to develop creative ideas under pressure
- Someone with outstanding creative and design skills
- Able to identify, develop and execute creative ideas
- Someone who thrives in a collaborative space
- Highly motivated and a self-starter
- Someone who is ready to challenge others and be challenged
- Passionate for charitable causes of all sorts
- Proven graphic designing experience
- A strong portfolio of illustrations or other graphics
- Familiarity with design software and technologies (such as InDesign, Illustrator, Canva, Photoshop)
- A keen eye for aesthetics and details
- Excellent communication skills
- Ability to work methodically and meet deadlines
- Intermediate level photo editing and, ideally, video editing
- Strong time management and organisational skills, with the demonstrated ability to manage multiple priorities and deadlines simultaneously
- Demonstrable commitment to INA values and the cause of international development

#### QUALIFICATIONS

- **Essential:** Tertiary education and/or extensive experience in social media marketing and communications. Degree in Design, Fine Arts or related field is a plus
- **Desirable:** At least 2 years in a graphics and design role is desirable, with a recent design portfolio

## INA VALUES

- We are Christian
- We value and respect people of all ages, gender, race and creed
- We are committed to empowering local communities
- We are a voice for the poor, the disadvantaged and the oppressed
- We are stewards of natural, human and financial resources
- We demonstrate integrity and commitment

## SPECIAL CONDITIONS

- A current driver's licence and the willingness to drive is a requirement
- Some out-of-hours work is required
- Inter and Intra-state travel may be required
- The incumbent will be required to achieve performance targets as negotiated and mutually agreed with the CEO
- The successful applicant is required to gain a relevant working with children and other required checks prior to being employed which is required to be renewed as required.
- Australian residency or current works permit is required (responsibility of applicant to provide evidence of a current work permit).
- Work from home and/or INA offices