

# TOURISM VICTORIA

## **Job Description – Graphic Design Specialist**

### **Title**

Graphic Design Specialist

### **Reports To**

Chief Marketing & Distribution Officer

### **Summary**

The Graphic Design Specialist is responsible for developing consistent, audience-appropriate marketing assets, communications and creative platforms across Tourism Victoria teams. The Graphic Design Specialist produces compelling and technically advanced assets for the marketing, communications and Executive Office teams. The incumbent will develop creative concepts, layouts and finished assets for web, print and digital marketing. This position is responsible for ensuring excellence in graphic design and working with the Tourism Victoria team to produce engaging, quality, attention-grabbing visual content for our target markets.

### **Job Duties**

- Contribute effectively to a cross-functional marketing team, that collectively develop an integrated channel approach, leveraging various marketing and communications platforms to tell the Greater Victoria story and elevate the Tourism Victoria brand.
- Work closely with our agency partners to deliver campaign ready assets and provide brand feedback when required.
- Design layouts and processes to deliver a wide range of visual assets/materials and produce documents from design concept to final format.
- Provide regular status updates, consulting on matters that require decisions related to publishing requirements, target audiences, and time parameters to contribute to and work collectively with partners, members and stakeholders.
- Provide advice on the development of presentation-ready material and customizing of graphics and other publication and promotional needs.
- Create graphic design materials for print and online environments, including websites, handouts, posters, newsletters, signage, advertisements, digital marketing assets, etc.
- Be current by generating engaging, memorable visual and copy concepts by researching design trends and best practices, new technologies and applications.
- Contribute to the development, maintenance and updating of graphics, visual identity usage, and logo guidelines for Tourism Victoria.
- Develop user-friendly templates and provide support to internal teams on working with templates and adhering to corporate brand standards.
- Ensure graphic design content is aligned with target demographics and key markets identified in the strategic plan; identify areas of improvement for Tourism Victoria's graphic design strategy.
- Other duties as required.

### **Key Qualifications – Knowledge and Experience**

- Minimum three years' experience in a graphic design, publishing role.
- Experience with web design, HTML5 and Drupal.
- Previous video production, editing experience considered a valuable asset.
- Knowledge of Victoria's tourism experiences or general tourism background is an asset.
- A diploma in graphic design, digital media, visual communications or another closely related field is required, while a degree is preferred.
- Strong understanding of marketing concepts in the context of various print and digital media.

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- Proficient in a wide range of media formats and design software technologies, including Adobe Creative Suite (Illustrator, InDesign, and Photoshop).
- High computer literacy, including effective working proficiency in customer relationship management software, Microsoft Office programs including Word, Excel, PowerPoint, and Outlook.
- Demonstrated ability to collaborate with others to develop, fine-tune and produce effective visual concepts, designs and layouts.
- Demonstrated ability to create and maintain a consistent and audience-appropriate standard of graphic design across web, print and multi-media materials.

## **Personal Attributes**

- Positive attitude and willingness to work collaboratively.
- Creative and detail oriented.
- Intuitive, approachable and open to receiving creative feedback.
- Pro-active, self-motivated and results-oriented.
- Efficient, organized, and able to juggle various tasks.
- Ability to work effectively as part of a team as well as independently.
- Strong ethical, and effective work acumen.

## **Working Conditions**

- Occasional business travel may be required.
- Overtime as required.

## **Salary Band**

- This is a Level 6 position in accordance with Tourism Victoria's established salary bands. The successful candidate can expect to enter the organization with an annual salary between \$45,900 and \$54,000 dependent on experience and related skills. This role has a top range of up to \$62,100 for high performers with extended years of service to Tourism Victoria.
- Competitive benefits package.