

# GRAPHIC DESIGNER

## JOB DESCRIPTION



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**Term:** Full time Permanent

**Salary:** Dependant on experience

**Reports to:** Studio Manager/Art Director

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### Overview:

This role is for a qualified graphic designer with a minimum of 2 years' experience in an agency environment. You will use your skills and expertise to extend and complement the creative services of RobeJohn. The primary focus of the role is to use your skills to develop creative concepts, create engaging executions of those concepts using Adobe creative suite and produce files that are ready for press or electronic media. Your completed work will help our clients to grow their fundraising programs and donor relationships.

Ideally you will also have a keen interest in helping charities to raise money.

### Scope of work:

- **Preparation of graphic design for direct marketing campaigns – including, but not limited to:**
  - on page advertising
  - press inserts
  - direct mail packages
  - banners & posters
  - newsletters & magazines
  - promotional brochures & leaflets
  - greeting cards
  - certificates
  - popups & die cut interactive mediums
  - web pages
  - banners ads
  - online marketing materials
  - copy writing (headlines/amendments)

- **Preparation of artwork for client presentations –**

- report covers & scans for quarterly reports
- Powerpoint presentations
- art mockups for client presentations
- charts & graphs

- **Output for print process**

- setup master templates for formats & folds
- output of digital files & pdfs for print
- create briefs and provide copy for lasering services
- checking press proofs
- interaction & liaise with printers & other trades as required

- **Creative Services representation**

- participation in presentations to customer service staff and clients.
- attend creative review sessions with clients, advise on formats options & assist customer service staff to plan for execution.

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**Essential requirements:**

- Educated to an appropriate degree or college level
- Exceptional skills in Adobe Indesign, Illustrator, Photoshop and MS Office
- Minimum of two years experience working in an agency or in-house studio
- Able to work on a Mac based system
- Strong attention to detail, good eye for clarity & understanding of promotional/ selling language
- Fast, efficient, able to multi task and achieve very effective use of time
- Good understanding of direct mail formats, postage requirements and how to correctly set your artwork for print
- Mature approach to clients and meeting their needs and wants
- Thrive in a team environment, setting goals and parameters as a team, taking direction and criticism, able to negotiate with rest of team in proactive, positive manner.
- Prepared to learn more about Robejohn and our product offers and how they apply, then participate in the growth and development of the company to meet the demands and expectations of the market.
- Maintain rigorous adherence to the protocols for saving and filing work as directed by the Studio manager, to work collaboratively with other members of the Studio to improve the time-effectiveness of work produced and the recovery of costs, including head hours, such that the profitability of the business is positively enhanced.
- Maintain focus and clear head when pressure of deadlines is high.
- Willing to be flexible with time – ie work until the job is done.
- Able to use a digital camera to a high standard

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**Desirable requirements:**

- Exceptional skills in other Creative Cloud programs
- The ability to design and produce online material
- Previously worked with non-profit clients
- Can produce video promotional material to a high standard

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**What we can offer:**

- Competitive salary
- 20 days annual leave
- Work with some of Australia's leading major charities
- Relaxed office environment in a great location
- The chance to develop and grow your skills as a creative

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**How to apply:**

Please send your CV, covering letter and 3 examples of you best/most relevant work to [jobs@robejohn.com.au](mailto:jobs@robejohn.com.au) Sorry, but only successful candidates will be contacted.

**Closing date 01/01/17**