

Position Description

Position:	Graphic Designer
Reports to:	Marketing and Communications Manager
Direct reports:	NA
Indirect reports:	NA
Volunteers and Interns:	NA
Location:	OUSA, University of Otago, Dunedin

Organisation:

The OUSA provides a diverse range of services to its 20,000 student members at the University of Otago. An autonomous body with registered charity status and independence from the University, OUSA offers activities and support to students including:

- A confidential support and welfare advice service, representation and advocacy
- Numerous recreation clubs and societies and the facilities to support these
- A varied events programme
- A student radio station (Radio One)
- An award-winning student magazine (Critic).

The OUSA Executive (the elected student members and governors of the Association) runs campaigns and represents student views to the University and other external bodies. OUSA's core responsibility is to engage its student members through services, events, representation and communication by way of a relevant, responsible, inclusive and engaging approach.

OUSA is a dynamic environment to work in – no two days are ever the same! We are an inclusive and supportive employer that values input from all staff.

Position purpose:

- Communicate OUSA's story and brand through engaging and relevant design and campaigns
- Support OUSA Departments in line with their own brand CI and linking back to be part of the OUSA story
- Custodian of the OUSA Brand CI
- Design of marketing and communication physical and digital resources and provide advice on branded marketing materials and printing

Areas of Responsibility

Area	Expected Outputs
Financial Management	<ul style="list-style-type: none"> • Work within allocated marketing budgets
General Tasks	<ul style="list-style-type: none"> • Ensure brand continuity and consistency throughout all OUSA collateral • Creativity across a variety of different campaigns. • Maintain a high level of visual communication across all OUSA print and digital material • Provide OUSA departments with all aspects of design and visual communications materials in line with individual CI and OUSA CI • Liaise with external partners, including the University of Otago, service providers and suppliers. • Support the Marketing & Communications Manager to deliver excellent marketing and communications services in line with strategy • Work within a busy team, collaborate with other designer and marketing coordinators. • Work under pressure • Attention to detail and focus driven • Meet deadlines
Health and Safety	<ul style="list-style-type: none"> • Take personal responsibility for engaging in OUSA's no-harm, health and safety culture • Be familiar with the hazard register for the work area that you work in • Communicate to the Departmental manager and colleagues any potential hazards that you identify that are not on the register • Be familiar with the location of first aid kits and qualified first aiders in the Association • Be familiar with and adhere to any health and safety plans • Ensure incident and accident forms are filled out for all incidents and accidents that you are involved in, and notify the Departmental Manager of these • Be proactive in identifying new health and safety initiatives within the department and the wider OUSA community
Delegated authorities	<ul style="list-style-type: none"> • Delegated financial authority to \$250 for Marketing and Communications Department

Personal Attributes

Working Collaboratively	<ul style="list-style-type: none"> • Has the ability to build and maintain credible and productive relationships with colleagues, clients, customers and external contractors • Ability to work with others in a calm and effective manner
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	<ul style="list-style-type: none"> • Is comfortable working in a busy, unique, and diverse environment with a wide range of people
Organisation	<ul style="list-style-type: none"> • Self manages resources and workload, to meet deadlines and budgets • Work within the Marketing System: Admation from brief through to delivery • Is organised and manages files and documents effectively • Work together with the Marketing and Coms manager and other designer on weekly postering
Change	<ul style="list-style-type: none"> • Understands, responds to and supports change positively • Works under pressure • Is flexible and resilient in order to meet the ever changing needs of OUSA and relevant departments • Can see a project from conceptualisation to delivery
Problem Solving	<ul style="list-style-type: none"> • Results focused and committed to achieving the highest standards of performance at all times • Identifies problems and works to resolve them in the appropriate manner

Qualifications and Experience

- Bachelors degree in digital or graphic design or equivalent experience
- 1-3 years' experience designing for print and digital
- Advanced technical working knowledge of Adobe Creative Cloud software – InDesign, Photoshop, Illustrator, and Acrobat
- Experience creating animation and/or using animation software
- Experience with all technical aspects of print and production
- Knowledge of HTML, web publishing and multimedia design an advantage
- Knowledge of video creation would be advantageous