

## POSITION DESCRIPTION

<b>Position title</b>	<b>Visual Branding Specialist</b>
<b>Group</b>	Communications, Policy and Partnerships
<b>Classification</b>	Level 5
<b>Location</b>	Hybrid working arrangements - combination of work at Carers Victoria Melbourne CBD and home-based office work, in line with business needs.
<b>Reports to</b>	Marketing and Communications Manager
<b>FTE/ Tenure</b>	0.4 FTE, Ongoing

<b>Organisational Purpose</b>
<p>Carers Victoria is a for-purpose organisation working to make sure that the almost 1 million unpaid carers across the state are understood, recognised and supported as while it is an important role, it can also be a challenging one.</p> <p>To progress our vision of a future in which all unpaid carers are recognised, valued and supported, we:</p> <ul style="list-style-type: none"> <li>• provide them with free with advice and information to help them in their role</li> <li>• connect them to respite activities that allow them to take a break and recharge;</li> <li>• deliver events and education for carers and carer-interested organisations</li> <li>• collect, analyse and release information about carers so their role and their needs are better understood.</li> </ul> <p>These contribute to our purpose of advancing understanding of Victoria’s unpaid carers and improving their access to assistance - whoever they are, wherever they live, and whomever may be in their care relationship/s. Every Victorian will know, need and/or be an unpaid carer at some point in their lives so the potential reach of our work is significant.</p> <p>Carers Victoria also prides itself on being an enthusiastic, inclusive, and fun workplace. The people who work with us tell us that they value our warm and welcoming work environment, our high level of flexibility and that the work we do makes a real difference. Our values speak to who we are and what matters to us:</p> <p><b>C</b>ommitted to carers and caring  <b>A</b>ble to build and strengthen community  <b>R</b>espectful and united in our differences  <b>E</b>mpower curious and creative pioneers  <b>R</b>esponsible for our actions, we celebrate success, learn from the rest</p>
<b>Group Purpose</b>
<p><b>Communications, Policy and Partnerships</b></p> <p>The Communications, Policy and Partnerships Group will have responsibility for leading the organisation’s:</p> <ul style="list-style-type: none"> <li>• Marketing and communications, strategic partnerships and membership acquisition functions. All critical to achieving the organisation’s Strategic Plan, the Group will work collaboratively with staff across the organisation to build and execute strategies that drive increased public awareness of carers and Carers Victoria; that exponentially grow the number of carers connected and engaged with Carers Victoria; and building partnerships with corporate and philanthropic partners that contribute to both these gains and revenue diversification.</li> <li>• Policy and insights function, building a cross organisational evaluation program and supporting the development and dissemination of timely, strategic and engaging analysis and commentary that drives increased awareness and support for carers and carer informed services, policy and advocacy efforts; and</li> <li>• People, culture and leadership function, creating a supportive workplace and a thriving, high-performing workforce.</li> </ul>

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Position Description - Purpose and Objectives
<p>The Visual Branding Specialist is responsible for the execution of in-house design, developing compelling, high-quality assets including print, digital, web and social media.</p> <p>The role supports the business needs of the organisation by developing templates and other designed elements and providing advice and review, to support the production and release of consistent and polished externally focussed products, from promotional flyers through to documents and submissions.</p>

### OUTPUT AND ACCOUNTABILITES

Area of responsibility	Key elements (including but not limited to)
<p><b>1. Content Creation and Design</b></p>	<ul style="list-style-type: none"> <li>• Design marketing collateral, including brochures, flyers, posters, banners, billboards, newsletters, information packs, policy submissions, annual reports, magazines and other printed and digital publications.</li> <li>• Create innovative and engaging event materials to enhance event experiences and convey key messages effectively.</li> <li>• Develop compelling graphics, infographics, illustrations, and interactive visuals, including data visualisations and icons, to boost engagement among stakeholders, including a focus on reaching and resonating with hard-to-reach cohorts.</li> <li>• Establish a process for establishing a cross organisational bank of photos with captioning from Carers Victoria activities that are available for use in CV products and publications and support its roll out across the organisation.</li> <li>• Edit and retouch photos for digital use, guaranteeing that the final visuals are of the highest quality and suitable for various online and print platforms.</li> <li>• Produce, edit and oversee the development of animations, promotional videos, and multimedia presentations.</li> </ul>
<p><b>2. Branding guidance and expertise</b></p>	<ul style="list-style-type: none"> <li>• Provide cross organisational guidance to promote consistency in the look, feel, layout and accessibility of externally facing materials, in line with agreed standards and guidelines.</li> <li>• Develop schedules for periodic review and updating of brand assets such as templates.</li> <li>• Maintain current knowledge about contemporary practises in relation to information accessibility and build organisational knowledge and buy in regarding these.</li> </ul>

### ORGANISATIONAL RELATIONSHIPS.

Internal	External
<ul style="list-style-type: none"> <li>• Direct Manager and Team Members</li> <li>• Other Carers Victoria staff</li> </ul>	<ul style="list-style-type: none"> <li>• Carers and people in their carer relationships</li> <li>• Partner organisations, including peak bodies and service providers</li> <li>• Corporate, Community Sector and Government Partners</li> </ul>

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### KEY SELECTION CRITERIA

Parameter	Skills and experience required
<b>Demonstrated capabilities, knowledge, skills and experience:</b>	<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Demonstrated experience in similar roles within marketing and design.</li> <li>• Strong understanding of branding principles and the ability to incorporate them into all design work.</li> <li>• Experience in designing for a broad range of mediums (print and digital) and knowledge of current design trends and technologies.</li> <li>• Proficiency in developing easy to use templates for promotional materials, invitations and similar.</li> <li>• Experience in data visualisation and creating infographics.</li> <li>• Proficiency with Adobe Creative Suite, In Design, Illustrator, CANVA and other relevant tools.</li> </ul> <p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• General photography and video editing skills</li> </ul>
<b>Qualifications and other requirements:</b>	<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Relevant tertiary qualification in graphic design/communications/marketing</li> <li>• Current National Police Records Check.</li> <li>• Current Working with Children Check.</li> </ul>
<b>Personal attributes and behaviours:</b>	<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Demonstrated capacity to work effectively in a team.</li> <li>• Demonstrates initiative and adaptability.</li> <li>• Displays curiosity, open to new ideas and interested in understanding what works</li> <li>• Remains calm under pressure, keeps things in perspective.</li> <li>• Passion, humility, integrity, positive attitude, mission-driven, and self directed.</li> <li>• Demonstrated skills and ability to implement inclusive practice principles when planning and delivering work across diverse communities, including LGBTQIA+ communities, Aboriginal and Torres Strait Islander communities, Culturally and Linguistically Diverse communities.</li> <li>• Ensure workforce interactions with carers are kind, caring and respectful of each person's identity, culture and diversity.</li> <li>• Understanding of Child Safety Legislation and a commitment to child safety practice.</li> </ul> <p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>•</li> </ul>
<b>Professional Development</b>	<ul style="list-style-type: none"> <li>• Undertake relevant training and professional development, including mandatory training.</li> </ul>
<b>Occupational Health &amp; Safety, Quality and Continuous Improvement</b>	<ul style="list-style-type: none"> <li>• Comply with requirements of the Occupational Health and Safety Act and all reasonable directives given in relation to health and safety at work.</li> <li>• Provide a positive contribution towards achieving a culturally safe workplace.</li> <li>• Demonstrate commitment to and participate in team quality activities to ensure compliance with Carers Victoria quality accreditation and continuous improvement procedures.</li> </ul>
<b>Other Duties</b>	<ul style="list-style-type: none"> <li>• Other duties as directed consistent with skills, qualifications and experience.</li> </ul>

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### CARERS VICTORIA COMMITMENT

Carers Victoria is an equal opportunity employer and welcomes people from culturally diverse backgrounds, linguistically diverse people, Aboriginal and/or Torres Strait Islander peoples, members of the LGBTIQ+ communities and people with disabilities.

Carers Victoria is committed to maintaining a diverse workforce that reflects the diverse needs of the people we support. We draw pride and strength from our diversity and actively foster an inclusive workplace that celebrates the contribution made by all our people. Carers Victoria is also committed to protecting the best interests and safety of children and vulnerable people.

### VERSION CONTROL

<b>Created/Updated by:</b>	GM Carer Networks and Impact / Human Resources Department
<b>Approved by:</b>	Human Resources Department
<b>Date:</b>	12 December 2024