



Inspiring girls to become extraordinary women

## POSITION STATEMENT

### Graphic Designer

## PENRHOS COLLEGE PURPOSE

Penrhos College is a Pre-Kinder – Year 12 day and boarding school for girls, governed by a College Council appointed by the Uniting Church Synod of Western Australia. Our purpose is:

**To inspire girls to become extraordinary women.**

To inspire girls to become extraordinary women we are challenged to provide/be:

- Inspirational Staff
- Inspirational Student Experiences
- An Inspirational Environment
- An Inspirational and Enduring Community

The framework for achieving our purpose is a whole person model which engages the heart, mind, body and spirit of our students, staff, community and environment.

## ROLE PURPOSE

In line with the departmental operational plan, to plan, deliver and review projects to ensure quality standards and continuous improvement in the area of graphic design, videography, brand / visual identity guidelines and related matters.

To provide a high-quality graphic design service for both digital solutions and traditional print collateral; to work in partnership with the Marketing and Communications Coordinator and other members of the Marketing and Development team to design and distribute digital material (videos, social media templates etc), College newsletters and other key publications (including, but not limited to, the prospectus, PCN, the Penrhosian, \*Saga, the Annual Report, Speech Day and Night booklets, event booklets etc).

\*Note the delivery of the annual publication Saga involves the coordination of a team of Year 11 students (the Saga Committee), with support from the Enrolments and Marketing Assistant.

## RELATIONSHIPS

<b>Reports to:</b>	Director of Marketing and Development
<b>Direct reports from:</b>	N/A
<b>Bodies – internal:</b>	Deans Heads of Departments Staff  Saga Committee
<b>Bodies – external:</b>	Agency or freelancers – graphic design, videography, photography Printers Merchandisers Third parties wishing to use the Penrhos College brand

## KEY RESULT AREA & KEY RESPONSIBILITIES

### KEY RESULT AREA: GRAPHIC DESIGN

- Provide a high-quality graphic design service to stakeholders across the College including corporate identity (signage and stationery, car parking passes etc), publications and promotional items (banners, posters, pamphlets, flyers and newsletters etc), together with digital solutions including videos and edits, flash animation and image manipulation etc.
- Undertake graphic design consultation for and produce both digital solutions and traditional print collateral including advertising and promotional design.
- Liaise with external consultants and designers as required, to ensure consistency in College brand, identity and messages communicated.
- Create PowerPoint presentations and multimedia projects as required by the Principal, the Director of Marketing and Development and members of CLG.

### KEY RESULT AREA: MARKETING COLLATERAL

- Design code templates for, and upload College newsletters, including Penrhos Community News (PCN), Dragon's Breath (for alumni), Pendragon Post (for future students and their families) etc.
- Create and edit videos for promotional purposes, as required
- Provide relevant back-end digital support and information to the Marketing and Communications Coordinator to ensure effective electronic communications with Penrhos stakeholders as required, including bulk emails.
- Support the Marketing and Communications Coordinator and the Community Engagement Coordinator in promoting events and activities via the College website and on Compass.
- Assist with the evolution and development, direction and application of the official Penrhos College Style Guide across all materials, uniform and merchandise featuring the Penrhos College brand.
- Take flagship corporate photography for use in key marketing collateral (note this role does not have the remit of College photographer – staff are encouraged to take their own photographs at routine events etc).

The Student Saga Committee is led by the Graphic Designer with support from the Enrolments and Marketing Assistant; the objective is to design, produce and deliver an excellent quality Saga print magazine each year.

- Advise and guide the Student Saga Committee on standards, content, style, layout and compilation procedures.
- Coordinate the liaison between the Saga Committee and the printer.
- Provide support to the student editors.
- Provide support to the Committee in their efforts to collect material on time, liaising with staff and external bodies as required.
- Arrange for relevant proof-reading and quality checks.
- Maintain a physical and digital filing system for all written and photographic material, past and present.
- Regularly liaise with key Penrhos stakeholders and printers at proof-reading and printing stages to ensure quality standards and timely delivery.
- Guide and oversee the taking, manipulation, conversion and storage of digital images for both on screen use and printing purposes.
- Organise the storage of images and previous Saga magazines on disk for archival purposes.
- Maintain an online image library of promotional, professional and Saga / College photos.

## KEY RESULT AREA: DIGITAL

In relation to digital solutions, videography, social media and the Penrhos College website:

- Work with the Marketing and Communications Coordinator to analyse and understand Google Analytics and Campaign Monitor data to measure performance / engagement levels and inform plans for continuous improvement across digital and social media communications.
- Design and create new web pages, page banners and layouts for both the College website, social media and external advertising platforms.
- Liaise as required with Penrhos ICT staff and outside vendors in relation to the Penrhos website.
- In close partnership with the Marketing and Communications Coordinator:
  - liaise as required with Penrhos ICT staff and external agencies with regard to the College website
  - undertake website administration, including the oversight of document and image libraries
  - undertake website maintenance involving the uploading of copy and images
  - oversee the creation of marketing videos with external agencies, to ensure quality and consistency.
  - create material for and maintain the College's YouTube channel.

In relation to Campaign Monitor communications:

- Develop, evolve and clean the database in collaboration with the Marketing and Communications Coordinator (for current and past contacts) and also the Enrolment Manager (for future prospects)
- Create custom designed email templates for stakeholder email communications
- Create email campaigns and newsletters for management via Campaign Monitor
- Develop forms as required, ensuring quality and consistency of style with College brand and HTML templates for Synergetic

## KEY RESPONSIBILITY: DUTY OF CARE

- To maintain and promote the principles of Occupational Safety and Health within the workplace in accordance with policy including taking appropriate action in relation to identified Hazards and risks to ensure the safety of self and others.

## KEY RESPONSIBILITY: PENRHOS COLLEGE VALUES

- To actively promote and support the College's Core shared values of Respect, Integrity, Empathy, Knowledge, Growth and Synergy.
- To undertake activities to maintain personal professional growth appropriate to you and the College's needs.

- To work cooperatively and collaboratively as a member of a team.
- To engender a spirit of continuous improvement to ensure that your contribution to the College is at the forefront of progressive education.
- To support and promote the principles of equal opportunity to ensure due respect is provided to all.
- To demonstrate a flexible approach to your work by undertaking other tasks to support all of the above.

## SELECTION CRITERIA

### Qualifications:

#### *Essential*

- A tertiary qualification in Graphic Design, Website Design, Multimedia and/or Information Technology
- A current Working With Children check (WWC) and Federal Police Clearance

### Experience:

#### *Essential*

- Significant experience in the area of graphic design, videography / editing, website design and maintenance
- Proficiency in Adobe Creative Suite, particularly InDesign, Illustrator and Photoshop
- Experience working with Microsoft platforms (the College does not use Macintosh software)
- Proficiency in use of the Microsoft Office suite
- HTML and CSS skills
- Exceptional photography skills

### Skills/Attributes:

#### *Essential*

- Ability and willingness to uphold and role model the College Values of Respect, Empathy, Integrity, Knowledge, Growth and Synergy
- Design and layout skills
- Videography / editing skills
- Animation skills
- Project management skills and ability to multi-task and deliver projects on time
- Sound written and verbal communication skills
- Group facilitation skills
- Ability to work with senior Secondary School students
- Flair, imagination and creativity
- Excellent organisational ability and time management skills
- Highly motivated and flexible approach to work
- Fast learner of digital platforms

#### *Desirable*

- Experience/knowledge of Wordpress, EDM platforms (i.e. Campaign Monitor) and form-building platforms (i.e. Jotform)
- Digital imaging and publication software skills
- Editorial skills.

## AUTHORISATION

**Prepared by:** Director, Marketing and Development  
**Authorised by:** Director, People Services  
**Approved by:** Principal  
**Date:** April 2021

## ***Penrhos College is an Equal Opportunity Employer and Provides a Smoke Free Campus***

### **Statement of Commitment to Child Safety and Wellbeing**

All children and young people who come to Penrhos College have a right to feel and be safe. We are committed to providing a child safe and child friendly environment, where children and young people are safe and feel safe and are able to actively participate in decisions that affect their lives.

We have a zero tolerance for child abuse and other harm and are committed to acting in student' best interests and keeping them safe from harm.

The College regards its child protection responsibilities with the utmost importance and as such, is committed to providing the necessary resources to ensure compliance with all relevant child protection laws and regulations and maintaining a child safe culture.

Each member of the College community has a responsibility to understand the importance and specific role that they play individually and collectively to ensure that the wellbeing and safety of all students is at the forefront of all that they do and every decision that they make.

*The duties in this position statement are subject to regular review and will result in the amendment to duties as required, as the duties change or emerge.*