

JOB AND PERSON SPECIFICATION

Title of Position:	Graphic Design and Marketing Coordinator
Remuneration:	ASO 3
Type of Appointment:	Full-Time Contract (37.5 hours per week)
Term of contract:	Fixed Term 2 Years
Line Management:	Manager, Communications & Marketing

Job and Person Specification Approval

Mimi Crowe

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Chief Executive
Carclew Inc.

About Us

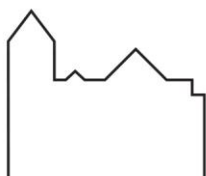
Carclew is the home of youth arts and creativity. It connects all children and young people to a world of creative possibilities, as artists, learners and audiences. As Australia's largest multi-artform cultural institution dedicated to children and young people, Carclew is a vital part of Australia's youth arts and arts sector.

Driven by our core value to have the greatest impact on the greatest number, we have an ambitious path to amplify and elevate the youth arts sector in Adelaide, South Australia and nationally.

Carclew staff are holders of an important 50-year legacy in South Australia and at a point of renewal and revitalisation. We are looking for team members committed to seeing Carclew deliver impact and opportunity for children and young people for the next half-century.

Carclew is a not-for-profit organisation incorporated under the Associations Incorporation Act 1985. Carclew is also Public Authority under the Department for Education and has a role in dispersing State government funds through Carclew grant programs. The Minister appoints the Chair of the Board and each of the Board members.

First Nations voices and values are at the centre of all Carclew does. Through our commitment to First Nations children, artists and communities, we aim to ensure a safe space to learn and educate, inspire awareness and respect, and help to develop the cultural leaders of tomorrow.



About the role

A newly developed position, the Graphic Design and Marketing Coordinator at Carclew, will play a vital role in bringing our artistic vision to life through captivating visuals and effective marketing campaigns. This role will collaborate across internal and external stakeholders to execute our marketing strategies and campaigns, create visually appealing and brand-aligned designs, and manage our digital assets, including creating engaging social media content. This role is ideal for a talented graphic designer with digital marketing skills, looking to further expand their marketing expertise. Their designs will bring to life the impact of our programs, the journeys of the young artists we support, and the vibrancy of the arts community we cultivate.

About you

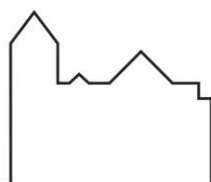
You're a creative thinker with a talent for graphic design and a desire to take your marketing career to the next level. You're highly organised and a keen learner who is looking to combine your creative flair and strong communication skills. Eager to elevate your marketing coordination expertise, you thrive in fast-paced environments with a steady flow of creative projects and a busy pipeline of marketing activities. With a keen eye for detail and a strong sense of aesthetics, you'll play a pivotal role in executing impactful marketing campaigns. You manage competing deadlines well and thrive in a fast paced, diverse work environment.

Work Level Definition – Work Level 3 (ASO3)

Work at the third level requires previous experience and particular knowledge or skills in order to undertake work, which either requires responsibility for a range of functions or else requires interpretation and detailed knowledge of standard procedures and practices; or a combination of both. Duties are required to contribute expertise to resolve issues within a day-to-day environment for which there may not be clearly established procedures. General features of duties at this level indicate the use of knowledge, judgment and work organisation skills acquired through previous employment or through post-secondary education. Duties may involve a range of work functions or contribute to interpretation and administration of matters for which there are clearly established practices or procedures.

Key accountability and functions

- Working under the guidance of the Manager, Communications & Marketing develop and roll out appealing designs that showcase the impact of Carclew's youth arts programs.
- Create and adapt high quality graphics for print media, email campaigns (eDMs), social media, websites, marketing collateral and digital platforms, ensuring design consistency and all materials align with brand guidelines.
- Assist the Manager Communication & Marketing with copywriting tasks as required, ensuring all written content adheres to the organisation's tone of voice, as set my them.
- Stay informed about the latest design and digital marketing trends, integrating innovative ideas to enhance Carclew's creative output and keep content fresh and relevant.
- Coordinate multiple tasks and projects simultaneously, ensuring deadlines are met without compromising creative quality.



- Work closely with the marketing team to ensure alignment in messaging, brand identity, and creative direction. Collaborate with internal and external stakeholders to roll out marketing campaigns that align with the overall strategy.
- Assist the Manager Communications & Marketing to create, schedule, and manage content for Carclew's social media channels, including Facebook, Instagram, Twitter, LinkedIn, and YouTube. Ensure these platforms are regularly updated with fresh, engaging content that promotes Carclew and the youth arts sector. Assist the marketing team to strategise and implement measures to increase engagement and followers.
- Keep Carclew's website updated and assist the Manager in preparing eDMs as required, ensuring content is visually appealing and aligned with campaign goals.
- Monitor and respond to client emails and social media comments and engagement.
- Maintain the library of digital assets and ensure Carclew's archival assets are recorded and stored appropriately.
- Share updates, reports and analytics about marketing campaigns and planned social media with the wider Carclew team.
- Positive relationships with all stakeholders including staff and artists.
- Other duties as required.

PERSON SPECIFICATION

ESSENTIAL

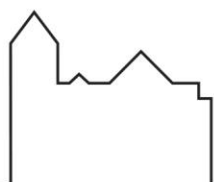
Knowledge/Skills/Abilities/Personal Attributes

- A bachelor's degree or appropriate tertiary qualification in marketing, graphic design, communications, multi-media, a related field, or significant relevant experience.
- Proficiency in graphic design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) of Adobe suite, Canva and other design platforms. Knowledge and implementation of WCAG standards and up-to-date industry design trends.
- Familiarity with print production processes and requirements.
- Experience using Facebook, Twitter, YouTube, Instagram, TikTok, LinkedIn and other social media platforms in a professional context.
- Experience working with Content Management Systems, Social Media Scheduling Software, Ticketing Platforms (ie Eventbrite or Humanitix) and websites in a professional context
- Excellent written and verbal communication skills.
- Strong coordination skills, high level of attention to detail and ability to work under pressure and to challenging timelines.

DESIRABLE

Knowledge/Skills/Abilities/Personal Attributes

- Experience in shooting and editing videos for the web and photos.
- Knowledge of and interest in state and national arts industries, specifically youth arts
- Experience in not-for-profit organisations
- Current First Aid Certificate.
- Driver's License (highly desirable)



SPECIAL CONDITIONS

- Some out of hours work is required.
- Occasional regional and interstate travel may be required.
- The appointee will be required to have a relevant Working with Children Check and RRHAN-EC Certification prior to starting the role.

