



## Oxley Christian College Position Description

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### Visual Communications Officer

#### POSITION SUMMARY

POSITION TITLE:	Visual Communications Officer
AREA / DEPARTMENT:	Administration
RESPONSIBLE TO:	Principal, through the Business Manager Marketing and Development Officer
ADDITIONAL KEY RELATIONSHIPS:	Head of Senior School Head of Junior School Performing Arts and Events Administrator
FULL TIME / PART TIME	Part time

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Oxley Christian College is seeking a suitably qualified Visual Communications Officer (Graphic Designer) with experience in producing a wide range of marketing collateral for print and web use, internal and external communications, photography and video production. The Visual Communications Officer will work closely with the Marketing and Development Officer.

Statement of duties specific to the role:

- a) Continue to develop College branding, including layout and design of all College publications and digital and printed materials: advertisements, images and designs; Curriculum Handbooks and Class Booklets, College stationery, Special Event promotional materials, ticketing and booklets, College maps and signage, Annual Community Report, Annual Yearbook, annual Alumni newsletter; and specific branded promotional items.
- b) Continue to develop and maintain the College website in line with Oxley branding.
- c) Design and prepare artwork for advertisements and other promotional materials, for various annual campaigns, including:
  - i) School at Work Mornings;
  - ii) Open Day;
  - iii) Musical Productions;
  - iv) Visual Arts Exhibition;
  - v) Enrolments and Scholarships; and
  - vi) Specific campaigns as directed by the Principal, from time to time.
- d) Design and prepare artwork for end of year events, including video presentations for use on Presentation Evening.
- e) Coordinate and oversee marketing photo shoots and video production with external service providers.
- f) Develop and maintain the photo gallery files by:

- i) Attending and photographing major College events;
- ii) Preparing photographic files for use in digital and print formats;
- iii) Preparing photos for highlights videos used at major events (Open Day, Presentation Evening, Reception);
- g) Maintain and update the College Honour Boards.
- h) Further develop and maintain the College's printed and digital versions of the enrolment information packs.
- i) Review, update, create and maintain stock control of the College's marketing collateral to ensure that it is appropriate and current.
- j) Produce and update the College Style Guide package to be used by the College administrative and ICT staff.
- k) Assist with the design and development of College uniforms.
- l) Other duties as required by the Principal.

### **Essential Criteria**

- Understanding of the ethos of Christian Education.
- Relevant tertiary qualification in graphic design or equivalent experience.
- High level of creativity and ability to develop a range of campaign concepts to meet key marketing objectives.
- Extensive experience with the use of the Adobe Suite (Photoshop, InDesign, Illustrator and Premier Pro).
- Proficiency in photographic and media production skills.
- Strong communication skills.
- Be highly proficient in the use of IT with demonstrable proficiency in Microsoft Word/Excel and PowerPoint and Keynote in both PC and Mac environments.
- Ability to develop creative ideas while maintaining a strategic focus.
- Skills in web design.
- Uncompromising confidentiality.
- Ability to work collaboratively.
- Ability to work quickly and to deadlines.
- Ability to work independently, with initiative.