



## Visual Communications Officer

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### 1. Position Summary

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

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 Marketing and Development Officer and Visual Communications Officer work closely together to ensure the College's marketing efforts are cohesive and effective. The Visual Communications Officer will focus mainly on creating visually compelling content and managing internal publications.

### 2. Statement of duties specific to the role.

#### 2.1 Design and Branding

- a. Develop and maintain College branding, in collaboration with the Marketing Coordinator, including layout and design of all College publications and digital materials.
- b. Design and prepare artwork for advertisements and promotional materials for various campaigns and events, including preparing artwork for print.

#### 2.2 Support Role in Marketing Initiatives

- a. Assist the Marketing and Development Officer with visual elements for campaigns and events.
- b. Contribute to Marketing Initiatives through regular Marketing ideation/planning meetings.

### 2.3 Content Creation

- a. Produce and update the College Style Guide package for use by administrative and ICT staff.
- b. Focus on internal publications, including policy documents, Yearbook, musicals, and other special events.

### 2.4 Event Support

- a. Design and create visual elements for major events, including highlights videos and printed programs.
- b. Maintain and update the College Honour Boards.

### 2.5 Emergency Management

- a. Assist in the development and dissemination of emergency management materials to ensure preparedness and safety within the College.

### 2.6 Photography and Videography

- a. Develop and maintain the photo gallery files by:
- b. Attending and photographing major College events.
- c. Preparing photographic files for use in digital and print formats.
- d. Preparing photos for highlights videos used at major events (Open Day, Presentation Evening, Reception).

### 2.7 Stock Control and Uniform Design

- a. Review, update, and maintain stock control of the College's marketing collateral to ensure that it is appropriate and current in collaboration with the Marketing and Development Officer.
- b. Assist with the design and development of College uniforms.

### 2.8 Publications

- a. Develop and manage all internal publications, including policy documents, Yearbook, musicals, and other special event materials to ensure they are appropriate and current.

### 2.9 Other Duties

- a. Support and assist the Marketing and Development Officer during leave or peak periods.
- b. Other duties as required by the Principal.

### 2.10 Essential Criteria

- a. Understanding of the ethos of Christian Education.
- b. Relevant tertiary qualification in graphic design or equivalent experience.
- c. High level of creativity and ability to develop a range of campaign concepts to meet key marketing objectives.
- d. Extensive experience with the use of the Adobe Suite (Photoshop, InDesign, Illustrator and Premier Pro).
- e. Proficiency in photographic and media production skills.
- f. Strong communication skills.

- g. Be highly proficient in the use of IT with demonstrable proficiency in Microsoft Word/Excel and PowerPoint in both PC and Mac environments.
- h. Ability to develop creative ideas while maintaining a strategic focus.
- i. Uncompromising confidentiality.
- j. Ability to work collaboratively.
- k. Ability to work quickly and to deadlines.
- l. Ability to work independently, with initiative.