

Position Description *Graphic Designer & Desktop Publisher*



Anxiety Disorders Association of Victoria, Inc.

July 2016

Job Title: Graphic Designer & Desktop Publisher

Reports to: Executive Officer

Working Hours: 6.5 hours weekly

Term: Voluntary with a commitment of 9 months

Workdays: Tuesday – 10.00am to 4.00pm

Location: Kew, Victoria.

APPLICATIONS CLOSE: 20TH AUGUST 2016

WHAT WE'RE LOOKING FOR

We are looking for an experienced Graphic Designer who will provide creative services to our busy Events Team with a dedicated focus on mental health.

To be successful in this role it is essential that you are fluent in English.

Position Summary:

To assist in a project that will coordinate ADAVIC's design and branding and which formalises the publication process from creative brief through to launch.

Purpose of the role:

ADAVIC produces numerous print and digital publications, including some on a routine basis such as regular newsletters and promotional materials for events. This role will help to formalise and standardise this suite of publications to ensure both consistency and quality when communicating health-related information to the general public.

The role will focus on both practical design work as well as making recommendations to help implement professional design principles to ADAVIC's publications.

It will assist in the development of a creative design framework, ensuring efficiency in the publication process from original content through to final copy. This will include determining how best to communicate and market our messages, how to track what is produced and why, and how to review and refresh this content over the lifecycle of the publication.

Some of the focus areas include:

- Formalizing ADAVIC's style guidelines and design templates for common documents
- Developing a register to track documents and publications (both external and internal)
- Providing a design perspective for ADAVIC's communication and marketing strategy

Main duties and responsibilities

- Develop a framework and process which can help to coordinate design and publication across both print and digital forms
- Formalise ADAVIC's style guidelines
- Provide design and content layout for ADAVIC's
 - Information booklets (currently using MS Publisher)
 - Monthly e-newsletter
 - Website
 - Internal Resources (e.g., Service Guidelines and Resources)
- Develop standardised templates for regularly-used documents such as Forms and Flyers
- Help to develop efficient procedures and routines for the publication process (from original content ideas through to publication).

Skills & Experience required

- Experienced in graphic design / desktop publishing and relevant software
- Creative with practical artistic ability
- Strong communication skills and an ability to convey messages in an appropriate manner to audience
- Attention to detail
- Deadline-oriented
- Ability to manage workload and multiple competing tasks
- Good communicator with a professional manner
- Able to use judgment and act on own initiative

About ADAVIC

Anxiety Disorders Association of Victoria is a not-for-profit, self-funded organisation. We provide support, information and resources to individuals suffering from or affected by anxiety, depression, and related issues.

Our unique grass-roots service bridges the gap between the individual, the local community, and health professionals. Our practical services have a positive effect on our client's lives through:

- reassuring people that they are not alone in their distress and that assistance is available
- providing information and resources to assist in a wide-range of self-help solutions; from information packs, books, CDs, and online services through to lectures, courses and workshops
- encouraging people to overcome their fears and sense of isolation by participating in support groups and attending social events
- promoting professional help; through running workshops, providing an online directory of therapists, and phone referrals to health professionals
- helping all of those affected by anxiety and depression issues, including sufferers, carers, parents, family and friends
- raising awareness and de-stigmatising anxiety and depression in the general community
- offering information and services to help equip health professionals