

Graphic Designer, NORPA

The Role

This is a rare opportunity to join the Northern Rivers leading arts organisations, NORPA. A chance to extend your career working as part of a creative, dynamic team across an exciting scope of works.

This is a permanent part-time position of 21 hours per week. Hours of work are generally the same each week but may vary depending on artistic objectives and projects.

This position is responsible for producing all print and digital marketing collateral for the NORPA Season and Lismore City Hall as well as managing the visual identity and ensuring design consistency across the organisation.

This position reports to the Marketing Manager, works closely with Artistic Director and General Manager and liaises with all NORPA Staff: Creative, Publicity, Box Office, Programming and Venue Operations.

The Applicant

We are looking for a clever, creative, design professional with 5+ years experience.

Applicants should possess a high standard of visual design, a true passion for what they do and a love for the arts. The successful applicant will have an impeccable creative eye, an innovative approach and refined aesthetic.

An exceptional communicator you will be able to manage a busy schedule. Working directly with the Marketing Manager you will produce all in-house digital and print design and be an important member of the communications team.

You must have an advanced understanding of the Adobe Creative Suite as well as Mail Chimp and Wordpress.

Key tasks

- Develop print and digital campaigns with a high degree of visual style and deliver all marketing collateral output to deadline.
- Design the look and feel of the annual Season with inspired, high-level design concepts to present to the creative and marketing team for feedback, to then roll out with a wide-range of collateral.
- Develop a company style guide and ensure its implementation.
- Maintain design consistency across the organisation.
- Supervise the Venue Manager in the delivery of design collateral and digital clips.

- Develop key art, liaise with photographers and manage photographic libraries.
- Preserve and enhance the NOROA brand identity.
- Work independently and collaboratively on projects.

Essential selection criteria

- Be able to confidently take direction from creative and marketing teams to develop inspired campaigns.
- Be able and willing to take the lead on creative projects and act as the brand visionary and guardian
- Create and design material to the highest industry standards including print advertising, social media pages, EDMs, websites, web graphics, posters, brochures, banners, signage and flyers.
- Design an independent annual Season with a new look and feel and carry this visual identity through all collateral.
- A minimum of 5 years design experience, and a tertiary design qualification
- Be in possession of a strong portfolio of work in print and digital design
- Ability to multitask and work at a swift pace under pressure, both to meet deadlines and also make on-the-spot corrections and changes when required
- An understanding of print and electronic production processes and various artwork file formats
- A high level of proficiency with the Adobe Creative Suite, Mail Chimp and Wordpress platforms.
- An understanding of how to develop and adhere to strict marketing and style guidelines
- Motivated with a positive attitude
- An attention to detail and strong communication skills

Desirable criteria

- Experience working in the arts or performance/venue
- Understanding of marketing and communication principles
- Hardworking, flexible and reliable

Applicants should address the above criteria and send a cover letter and application along with a resume and work samples to marketingmanager@norpa.org.au by 31 July 2017.