

POSITION DESCRIPTION

Position Title:	Creative Services Officer
Remuneration:	\$95,454 gross per annum (based on a 5-day working week) + 12% Superannuation.
Award Level:	Level 8
Employment Type:	Full-Time
Term of contract:	2-year Fixed Term contract
Award:	Educational Services (Post-Secondary Education) Award 2020
Business Unit:	Marketing and Communication

OBJECTIVE

We are seeking a talented and proactive mid-weight designer as NIDA's Creative Services Officer to join our in-house marketing and communications team. This role is responsible for delivering high-quality creative outputs while maintaining strong brand consistency across all touchpoints. Working closely with internal stakeholders, you will lead the day-to-day management of design assets, uphold process efficiencies, and ensure cohesive visual communication across the organisation.

This role creates and develops NIDA collateral, campaign materials and assets to support and enhance marketing and communications initiatives, promote brand awareness and NIDA communication strategies.

The role works closely with internal stakeholders to develop creative briefs and project plans and to ensure project completion, delivering marketing and communication executions to agreed timelines, budget and outcomes, across multiple touch points and media including print, digital, social media, outdoor, website, video and internal channels.

KEY ACCOUNTABILITIES

Design and Creative Development

- Design and produce a range of print and digital collateral, including campaign materials, social media assets, event branding, signage, presentation templates, and more.
- Translate briefs into compelling visual solutions aligned with organisational objectives and audience needs.
- Collaborate with the wider marketing team to develop and refine creative concepts for campaigns and initiatives.

Brand Management and Consistency

- Ensure consistent application of brand guidelines across all internal and external materials.
- Support ongoing evolution of brand identity elements and contribute to the creation of brand resources, including style guides and templates.
- Provide advice and quality assurance to internal teams on visual branding and usage.

Asset and Process Management

- Oversee the organisation and maintenance of all design files, templates, image libraries and visual assets.
- Implement and improve processes for briefing, reviewing, and delivering design work efficiently and at a high standard.
- Maintain accurate documentation of projects and manage timelines and workload to meet deadlines.

Collaboration and Communication

- Work closely with cross-functional teams including marketing, events, education, production and development to meet diverse design needs.
- Liaise with designers, advertisers, print and production suppliers to ensure accurate and timely delivery of physical materials as brand implementation
- Mentor junior team members as required, contributing to a positive and productive environment
- Develop, build and maintain collaborative working relationships with a range of internal stakeholders through effective communication, negotiation and issues management to scope and plan marketing creative requirements including support for recruitment, NIDA Production Seasons and student and philanthropic events activity throughout the school year.
- Anticipate, identify and assess potential issues and problems and analyse a variety of solutions to address changing stakeholder priorities and needs.
- Undertake other duties as required by your manager or their delegate.
- Adhere to all WHS requirements of the organisation and relevant associated legislation

KEY PROFESSIONAL RELATIONSHIPS

Reports to: Head of Marketing and Communications

Supervises: Nil

Internal: Marketing & Communications, NIDA Open, NIDA Corporate, NIDA Theatres, Artistic Planning, Student Services, Development and Alumni, teaching staff and students

External: Creative professionals including designers, videographers, photographers, content writers and more as well as printers, advertisers, external designers and distributor

SELECTION CRITERIA

Essential:

- 5 years of professional graphic design experience in an in-house or agency setting.
- Proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat); experience with Figma, Canva, or After Effects
- Strong understanding of layout, typography, visual hierarchy, and digital best practices.
- Experience managing brand assets and ensuring cohesion across multi-channel campaigns.
- Excellent organisational and project management skills, with attention to detail and the ability to prioritise effectively.
- Strong communication skills and the ability to present and explain design decisions with clarity and confidence.
- A positive and solutions focused attitude, with a proactive approach
- Experience with and/or willingness to engage with practices that support an inclusive environment for

marginalised people.

Desirable:

- Experience working in a design or advertising agency or similar.
- Experience implementing integrated multi-channel marketing campaigns.
- Interest in the performing arts.

CONTINUOUS REVIEW

This Position Description may be reviewed and updated on a regular basis to reflect changes in the requirements of the position.

We are committed to creating an inclusive and supportive environment. If you require any reasonable adjustments during the application or interview process, please don't hesitate to email us at: peopleandculture@nida.edu.au