

Graphic Design Coordinator Position Description

Team	Marketing	PD Classification	Coordinator
Status	1.0 FTE	Effective Date	September 2024
Term	The position is for an initial fixed term contract of two years.		
Location	State Theatre Company's offices located on Level 1, Fowlers Building, corner North Terrace and Morphett Street, Adelaide		

SIGNIFICANT WORKING RELATIONSHIPS

Reports to	Head of Marketing & Business Development
Direct Reports (by position title)	None
Lateral Working Relationships	Marketing Executive Publicist Ticketing Executive Videographer Executive Director Artistic Director Stage Managers
External Working Relationships	Suppliers Ticket buyers Print and media suppliers

POSITION OBJECTIVES

The Graphic Design Coordinator will:

- Work as the in-house graphic designer to produce a range of high-quality communications and marketing materials (online and print)
- Manage the visual identity of the State Theatre Company South Australia brand, including maintaining a style guide and ensuring it is consistently applied to all materials.
- Coordinate a graphic design production schedule to prioritise work that accommodates production lead times and deadlines.
- Produce/coordinate a variety of video and photo content to be used for season launches, subscription campaigns, and/or show campaigns
- Support the Company's online presence through monitoring, basic content management and graphic design support
- Assist the Marketing team with planning, executing and growing digital marketing campaigns
- Create and manage online content for the company website and work with the Marketing Team to ensure consistency across online media channels.

KEY RESPONSIBILITIES

General marketing activities

- Provide in-house graphic design service to produce a range of high-quality communications and marketing materials including:
 - Layout of brochures, newsletters, promotional posters, flyers, signage, press ads, show programs in accordance with the Season branding guidelines and provided templates.
 - Create compliant designs for Company website and other online environments.
 - Coordinate printing of all marketing collateral, including brand & colour management, prepress preparation, artwork corrections/modifications and press checking.
 - Despatch and track all advertising materials to external media agencies.
- Manage the visual identity of the State Theatre Company South Australia brand including maintaining a style guide and ensuring it is consistently applied to all materials.
- Coordinate a graphic design production schedule to prioritise work that accommodates production lead times and deadlines.
- Provide design, brand and visual advice to the Head of Marketing & Business Development.
- Maintain and foster strong relationships with colleagues and suppliers including liaison to confirm design specifications, production costs and timeframes.
- Identify and oversee contract graphic designers from time to time.

Season launch and subscription campaign

- Work with the Head of Marketing & Business Development to coordinate design elements for the subscription campaign.
- Coordinate production of the season brochure and associated subscription marketing materials, season website and advertising.
- Liaise with external graphic designers or agencies if appointed.

Show campaigns

- Design and coordinate production of promotional posters, flyers, signage, press ads and show programs with consistent Company and provided Season branding.
- Work in collaboration with the Head of Marketing & Business Development and the Marketing Executive to produce a variety of video and online content.
- Coordinate and take promotional and social photos and edit for print and online purposes where needed.

Website and online content

- Work with the Head of Marketing & Business Development and the Marketing Executive to ensure that the website is updated using the content management system.
- Create and manage online content for the company website and work with the Marketing Executive to ensure consistency across online media channels.
- Provide advice on how new or specialised web media can complement and improve marketing and communications activities using new media.
- Work closely with video content producers and Artistic collaborators to storyboard, schedule, develop and manage the production of engaging video, multimedia and animated content.

SKILLS & EXPERIENCE

Essential

- At least three years professional experience in graphic design and online content.
- Qualifications in graphic design.
- Sound understanding of managing brands and marketing collateral for design consistency and strength and an understanding of how graphic design fits with an integrated marketing communication strategy and approach.
- Passionate about design and proficient in Adobe Indesign, Illustrator and Photoshop.
- Experience in Dreamweaver and film editing software would be highly regarded.
- Experience in web administration and managing content management systems including WordPress.
- Experience in the development of online content.
- Experience in working with print companies and experience in all technical aspects of creating and despatching press & digital print ready artwork.
- Demonstrated ability to meet tight deadlines and work under pressure, with well-developed organisation and problem-solving skills.

Desirable

- Ability to plan, shoot and edit video content, and coordinate and shoot still photography would be beneficial.
- Experience in working with external advertising agencies and/or graphic designers

PERSONAL ATTRIBUTES

- Excellent communication and interpersonal skills, and an ability to work with a small team.
- Proven ability to manage time effectively, to set and meet tight deadlines, work effectively under pressure, and prioritise a heavy workload.
- Excellent attention to detail, excellent written and verbal communication skills and the ability to work quickly and accurately.
- Collaborative working style with an ability to work within a team and independently.
- Good knowledge of entertainment or arts marketing and understanding of multifaceted marketing mix and distribution channels.
- Knowledge of social media and the wider online community.
- Willing to maintain a working knowledge of the online market and environment and keep up to date with current research, technologies, and communication tools.
- Understanding of the arts and entertainment industry.

INTENT OF POSITION DESCRIPTION

This position description describes the broad scope of the role and provides a summary of the major duties and responsibilities performed by the person employed in this role; it is not exhaustive. Staff members may be requested to perform job-related tasks other than those specifically presented in this description. This position description may also change from time to time with due consultation to meet the changing needs of the Company.

WHS OBLIGATIONS POLICIES AND PROCEDURES

State Theatre Company South Australia is committed to ensuring a safe, healthy and constructive work environment, one where all members of staff are assured that their activities and actions undertaken as an employee, are undertaken in a collectively safe manner. All staff must observe and comply with codes of conduct, policies and procedures set down by the Company from time to time. Each employee has a duty of care to adhere to reasonable safe work instructions and to utilise equipment provided following safe work methods. All incidents, unsafe working conditions and hazards are to be promptly reported. Staff are expected to undertake corrective actions resulting from WHS findings collaboratively. This obligation extends to work undertaken remotely at the Fowlers Building, Wigg & Sons Building and Adelaide Festival Centre.

CONDITIONS OF EMPLOYMENT

Due to the nature of the position, a degree of flexibility and after-hours work will be required (evenings and some weekends).

This is a full time (5 days per week – 1.0 FTE) fixed term contract (2 years).