# POSITION DESCRIPTION

<table>
<thead>
<tr>
<th>Role Title</th>
<th>Graphic Designer</th>
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<tr>
<td>Reports to</td>
<td>Communications Manager</td>
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<tr>
<td><strong>Award and Classification</strong></td>
<td>Social, Community, Home Care and Disability Services Award 2010, Social and Community Services Worker, Level 3</td>
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<td><strong>Purpose of the Role</strong></td>
<td>Reporting to the Communications Manager, the Graphic Designer will produce a broad range of engaging, impactful and high quality digital, social and print visual content to be used in Butterfly resources and circulated via various Marketing and Communications channels. The person who takes on the role of Graphic Designer will be a creative and passionate individual who oversees Butterfly’s design workflow across multiple departments. This person will excel at providing highly creative ideas, have a strong understanding of branding and identity and will thrive in a fast-paced environment.</td>
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| **Accountabilities and Responsibilities** | • Work with the Communications & Engagement team to plan and create cross-platform, impactful visual content to support social media, online and marcomms initiatives.  
• Fulfil, advise on and manage design requests from Butterfly departments across the organisation.  
• Ensure that all visual outputs are consistently on brand and have a clearly defined communications objective.  
• Periodically review and update Butterfly’s brand guidelines.  
• Maintain and further develop Butterfly’s existing suite of templates.  
• Provide regular training and day-to-day guidance to all Butterfly staff on branding best practice and visual identity.  
• Establish a design file management system and archiving process to ensure better workflow.  
• Provide design guidance to Fundraising team on branded merchandise for our online shop.  
• Regularly research and report on new design trends and technologies to the Communications & Engagement team to maximise Butterfly creative outputs.  
• Provide regular progress reports on projects and find effective solutions should barriers be faced.  
• Write creative briefs to external agencies on a project-to-project basis. |
| **Selection Criteria** | Essential  
• Tertiary qualification or demonstrated equivalent experience in graphic design.  
• Proven professional experience in a design role.  
• Prior experience using Adobe Suite applications (Illustrator/Photoshop/InDesign/AfterEffects/PremierePro).  
• Experience designing collateral in the Microsoft Suite i.e. Power Point and Word  
• Exceptional attention to detail with exemplary use of typography, colour and imagery.  
• Be able to work in a fast-paced environment with ease and handle a broad range of projects from different departments.  
• Be able to work autonomously to manage workload and expectations, prioritising requests as needed. |
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<th>BUTTERFLY</th>
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<td><strong>Overview</strong></td>
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<td><strong>Vision</strong></td>
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<td><strong>Mission</strong></td>
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| **Goals** | **Reduce Stigma and increase help-seeking;**  
- Listen to, amplify, and advocate for the voice of lived experience.  
- Increase public awareness and understanding.  
- Grow our digital presence.  

**Work to prevent eating disorders from developing;**  
- Deliver accessible evidence-based information and support.  
- Deliver and expand whole school (5-18 years) based education.  
- Collaborate on innovative service offerings in universal prevention and early intervention.  

**Improve treatment and support;** |

| Other requirements | At all times:  
- Conduct yourself in a professional manner.  
- Have exceptional interpersonal relationship skills and a positive attitude  
- Strive to act in accordance with the vision, mission and objectives of Butterfly and to do all possible to assist Butterfly in achieving its aims.  
- Follow Butterfly’s policies and procedures.  
- Follow/participate in occupational health and safety measures.  
- Act considerately around the workplace and have regard for the well-being of fellow staff, volunteers and our service users.  
- It is a requirement of all positions at Butterfly that the person has a Working With Children Check clearance (pass) and Police check.  
- All staff should be aware of and actively uphold the Butterfly values:  
  - Compassion  
  - Commitment  
  - Collaboration  
  - Initiative  
  - Excellence  
  - Integrity |

| Desirable |  
- Demonstrated ability to develop and design quality concepts and finished artwork aligned to brief/concept discussions.  
- Ideally minimum 2 -3 years industry experience.  
- Knowledge of key social media channels as a visual communication tool  
- Ability to produce and edit high quality video content  
- Video animation skills |
- Establish evidence for residential treatment as a component of the eating disorder system of care in Australia.
- Implement and evaluate programs and services which address gaps in care.
- Assess gaps in the system of care and advocate for change to address them.

Butterfly acknowledges Aboriginal and Torres Strait Islander people as Australia’s first people and traditional custodians.

Butterfly is committed to embracing diversity and welcomes all people irrespective of body shape and size, ethnicity, faith, age, sexual orientation and gender identity. More information about our commitment to reconciliation, diversity and inclusion is available here: https://butterfly.org.au/who-we-are/reconciliation-inclusion/.