

GRAPHIC DESIGNER

Our Club values are the strong beliefs and consistent behaviours of people in our organisation. They describe the way in which directors, staff and players of the Club behave, interact & work together and determine the culture of the Club. Our values are held in high regard and protected by every member on the on-field and off-field team.

Respectful	All people are treated with respect regardless of their background or position.
Precision	We seek excellence in everything that we do and always look for ways to improve.
Adventurous	We enjoy facing our industry's challenges and embrace progress with open arms.
Conviction	Everyone involved with the Club is fully committed and gives 100 percent effort.
United	We are selfless, we support and care for each other and we collaborate across our Club.
Commercial & considered	We drive for good commercial outcomes but always take the needs of our stakeholders into account.
Integrity	We uphold high standards of behaviour, have deep respect for honesty and always work within the rules.

Our mission is to be the greatest team of all: a Club people can be proud of because of how we play the game, live our values, conduct business and engage with the community.

Title	Graphic Designer
Reports to	Marketing Manager
Department	Marketing, Digital & Communications
Term	Full time, Parental Leave Contract (14 Months)
Core purpose	Reporting to the Marketing Manager, this position will work closely with the marketing, digital and media teams to design and deliver innovative and engaging visual assets for all areas of the business, aligned with the Club's game plan.

Responsibilities and duties

Your responsibilities & duties will include:

- Create and produce brand aligned artwork for all aspects of the Club; Including Membership (AFL & AFLW), Game Day & Social Media (AFL & AFLW), Merchandise (Cats Shop), Corporate, Community, Hospitality (Higher Mark), Our Ambition, Events and the Gym
- Supply finished artwork suitable for use across all platforms; Website (Mobile & Desktop), social media, App and print
- Work collaboratively across the Club to successfully integrate design to meet marketing objectives and industry standards for accessibility and usability
- Work with marketing and designer to develop and implement the Club's annual consumer brand
- Work with Corporate Sales & Events teams from initial concept through to production/on-sale
- Work with Corporate Sales & Hospitality on creating and producing the required sales collateral including; Annual packages booklet, web assets, digital ticketing, match day guides, match day menus and promotional EDMs and tiles.
- Coordination of third-party deliverables such as printers and signwriters
- Work collaboratively with other designer and videographers to develop consistent and brand aligned designs
- Cataloguing of Club IP including AFL & AFLW Match Day and team photo images, event images, logos and style guides
- Masking and editing of player images
- Keep up to date with graphic design innovation and trends
- Ensure that all design work is completed to the highest of quality and standard in line with the Club brand

Skills and attributes

- Demonstrated skill and advanced knowledge in Adobe CC InDesign, Illustrator & Photoshop. Knowledge in Premier & After Effects also desirable.
- Knowledge of Microsoft software; Word, Excel and PowerPoint
- Willingness to demonstrate initiative in seeking out additional or alternative marketing opportunities within collateral creation
- Strong skills in branding design and implementing brand guidelines
- Highly developed organisation and time management skills with the ability to work under pressure and manage multiple deadlines, whilst maintaining high levels of attention to detail
- Excellent interpersonal and communication skills
- Ability to develop strong relationships with a range of stakeholders across all levels of the Club

	<ul style="list-style-type: none"> • Values driven, with demonstrated ability to work and learn in a fast-paced environment, think innovatively and work both autonomously and collaboratively across teams/departments • Passion and knowledge for AFL and an interest and eye for design in other sporting codes in Australia and around the world will be an advantage
Qualifications	<ul style="list-style-type: none"> • Tertiary qualification in Graphic Design/Visual Communication or related field • A minimum of two to three years as a Graphic Designer within a fast paced, high volume retail or Advertising/Design studio
Appraisal(s)	<ul style="list-style-type: none"> • 6 monthly performance reviews conducted by Marketing Manager
Other	<ul style="list-style-type: none"> • Current Drivers licence • Victorian Working with Children's Check • National Police Check • Available to work on match days and other events as required
Child Safety Standards	<ul style="list-style-type: none"> • The Geelong Football Club is committed to providing a safe and friendly where the safety and wellbeing of all children and young people involved in our programs, services, activities, events and the broader Cats community, will always be our first priority. • All safety and legislative checks such as working with children checks, criminal background checks, employment and personal reference checks are completed prior to commencing employment. • The Club takes the safety of children and young people very seriously and reviews all process and procedures in line with current state and federal legislation.