

WOMADelaide

- THE WORLD'S FESTIVAL -

EXPRESSION OF INTEREST:

- 1. Title** Brand & Graphic Designer
- 2. Commencement Date** TBC 2023
- 3. Contract** Ongoing (1 year contract)
- 4. Employment type** Part time to full time, closer to event
9 months' equivalent
- 5. Reporting to** Director, Marketing
- 6. Duties** *(not limited to)*

The Brand & Graphic Designer is passionate about arts and music events with an interest in finding sustainable ways to execute dynamic design activities. It is suited to a practical creative with experience in visual communications (traditional and digital mediums), customer- focused outputs and an understanding of site/venue executions.

You will create all visual marketing and development assets as well as promotional activations, site specific wayfinding and visual brand executions for WOMADelaide (the festival).

The role will encompass activities for WOMADelaide as well as supporting some Arts Projects Australia (APA, the festival Event Manager) touring projects as required.

7. Key Responsibilities

As the design resource within the organisation, this role forms an integral part of the festival's marketing and communications team. You will have a high level of understanding of visual communication and how people navigate large events whether that be through marketing activity pre/post or in event.

You will play an important role in navigating organisational brand and design outputs leading up to and in event, creating aesthetically cohesive campaign assets and be responsible for designing for a variety of outputs with consistency in mind.

This includes but is not limited to print program, advertising (traditional and digital outputs), site-specific creative executions (stage signage, bar requirements, digital screens, Front of House site map), merchandise, credentials, wayfinding, key stakeholder reporting documentation and other duties as required.

8. Key Competencies

- Excellent skills in the Adobe Creative Suite software including Indesign, Illustrator, Photoshop and Acrobat. Premiere Pro skills desirable but not essential
- Ability to think creatively and present concepts for team input, with flexibility to change direction nimbly and positively

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- Exceptional project management, problem-solving and interpersonal skills with the ability to keep to deadlines
- Support the Marketing Manager in planning out and executing a high level of signage requirements across the event as well as providing input and recommendations with external suppliers – this includes, but not limited to;
 - o Redesigning of the festival site map
 - o Designing the festival print program
 - o Build on sustainable practices when navigating site-specific requirements
 - o Design templates that other team members can manipulate to assist with building a department that thinks holistically and works efficiently
- Prepare and deliver final artwork for print and digital assets across media buying
- Liaise with external suppliers including printers, other designers and agencies as required
- Ensure that all festival design files are maintained and archived correctly
- Work with the Marketing Manager and Coordinator to manipulate branded assets for digital use across WOMADelaide-owned channels
- Liaise with external creatives, agencies, media and other key suppliers with the view to maximising cost-efficient production and delivery of campaign materials on time
- Be a key conduit within the organisation to ensure WOMADelaide brand style and guidelines are implemented across all outputs.

9. Desirable Qualifications

- Graphic Design or Visual Communication qualification
- On the job experience in a similar role (or as a freelancer) producing high quantities of print and digital materials, whilst supporting knowledge sharing in a fast-paced high intensity environment
- Ability to work efficiently whilst maintaining an eye for detail
- Thorough knowledge of all print, large outdoor and digital delivery processes
- Conceptual and functional design experience of design for outdoor events
- Animation experience across digital advertising advantageous

10. Remuneration

A suitable remuneration package will be negotiated with the successful applicant.