

## POSITION DESCRIPTION

The Position:	Graphic Designer and Digital Media Coordinator
Reports to:	Marketing and Communications Manager
Division, Work Unit:	Commercial Operations
Term:	This position is 0.8 FTE (4 days per week) two years
Salary:	Level 2D \$65,161.52 per annum (pro-rated from \$81,451.90) plus 12% super
Location:	55 Little Malop Street, Geelong VIC 3220
1. Gallery purpose:	<p>Geelong Gallery's purpose is to provide an inclusive experience of art that will enrich people's lives.</p> <p>Geelong Gallery is impactful through four strategic pillars:</p> <ol style="list-style-type: none"> <li><b>Creative &amp; Cultural Leadership:</b> to play a distinctive leading role in the public gallery sector, and to enrich the creative and cultural life of our community and region by sharing in and activating the City of Greater Geelong's vision of a 'clever and creative city'</li> <li><b>Business Excellence:</b> to ensure a robust and progressive creative industries business that delivers economic benefit to the region through cultural tourism and the visitor economy.</li> <li><b>Equity &amp; Learning for Everyone:</b> to connect and empower people by demonstrating and promoting equity, diversity, inclusion, access, and lifelong learning.</li> <li><b>A Future Gallery:</b> to deliver a significantly expanded Gallery as a priority infrastructure project of local and State significance and realise the next major milestone towards the completion of the Geelong Cultural Precinct Masterplan.</li> </ol>
2. Primary focus of the position:	<p>Reporting to the Marketing and Communications Manager and working closely with the Exhibitions Manager, this role is responsible for the creation and delivery of high-quality printed, digital and video content that supports the Gallery's cultural programming and operations activities.</p> <p>Under the direction of the Marketing and Communications Manager, the primary focus of the position is to plan, produce and deliver engaging visual and digital content across print, web, social media, email and video platforms, strengthening audience engagement. This includes developing and implementing social media and digital marketing activity, and contributing to website content, maintenance and updates.</p> <p>Working as part of the broader Geelong Gallery team, the role supports content needs across exhibitions, visitor experience, retail, fundraising, partnerships, membership and events. Marketing and communications activity is driven by the exhibitions program, Collection, and associated education and public programs.</p> <p>The position requires a highly organised and proactive individual, able to manage multiple projects concurrently, collaborate across departments and external suppliers, and adapt to a fast-paced, flexible team environment.</p>

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<b>3. Key Responsibilities</b>	<ol style="list-style-type: none"> <li>1. Design and produce print materials across the Gallery, including brochures, reports, advertising, posters, signage, invitations and wayfinding.</li> <li>2. Create digital assets across platforms, including social media, eDMs, website content, graphics and interactive documents.</li> <li>3. Work with the Exhibitions Manager on the development of exhibition materials, including interpretive content, signage design and image preparation to support exhibition planning and presentation.</li> <li>4. Work with the Retail Manager on the production of merchandise and product signage and promotion.</li> <li>5. Collaborate with the Marketing and Communications Manager to develop content for marketing campaigns.</li> <li>6. Collaborate with the Marketing and Communications Manager to plan, produce and deliver video and digital content for the Gallery.</li> <li>7. Manage the content creation process, including concept development, scheduling, commissioning, filming, editing, approvals and publishing of gallery publications (newsletter, catalogue, etc.).</li> <li>8. Capture and deliver digital content for exhibitions, openings, events, public programs, learn and media launches.</li> <li>9. Strategically manage digital content delivery, including research, stakeholder liaison, budgeting, reporting and performance evaluation.</li> <li>10. Liaise with external production and design suppliers, including creators and influencers, provide technical direction, manage film crews and edit contributed material as required.</li> <li>11. Oversee photography equipment and digital archives, including the acquisition, storage and distribution of photography, video, raw footage and interviews.</li> </ol>
<b>12. Professional practice</b>	<ol style="list-style-type: none"> <li>1. Contribute to and support the Geelong Gallery purpose and participate in organisational initiatives and activities as required (including ensuring a safe and healthy environment for colleagues, visitors and stakeholders).</li> <li>2. On occasion to perform other duties or undertake special projects in addition to the above key responsibilities as deemed appropriate</li> </ol>
<b>13. Key selection criteria:</b>	<p>The successful candidate must possess the following attributes to perform well in this role:</p> <ol style="list-style-type: none"> <li>1. Relevant university degree or qualification.</li> <li>2. Demonstrated ability to design and produce high-quality creative assets across both print and digital platforms, including advanced proficiency in Adobe Creative Cloud, particularly InDesign, Premiere Pro, Photoshop and Illustrator.</li> <li>3. Strong knowledge of industry best practice in photography and video production, including hands-on experience using professional equipment.</li> <li>4. Experience liaising with external stakeholders—including designers, videographers and content creators—to manage timelines and ensure successful project delivery.</li> <li>5. Proven experience creating, editing and publishing video content for digital platforms.</li> <li>6. High-level administrative and organisational skills, with the ability to manage multiple projects concurrently.</li> </ol>

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14. Other relevant skills, knowledge & experience:	<p>The successful candidate should also have:</p> <ol style="list-style-type: none"> <li>1. Highly developed communication and interpersonal skills with a demonstrated knowledge of social media platforms and audience development strategies.</li> <li>2. Highly organised with a flexible approach when dealing with competing priorities.</li> <li>3. Working with children check.</li> <li>4. An appreciation for cultural diversity and an ability to work with people from diverse backgrounds</li> </ol>
15. Other relevant information:	<ul style="list-style-type: none"> <li>• The successful applicant will be required to undergo security clearances performed by the Victorian Police Records Check.</li> <li>• Geelong Gallery is an Equal Opportunity Employer and operates a smoke-free work environment.</li> <li>• Geelong Gallery is a welcoming workplace and encourages people with disability to apply. If you think you could be a good addition to our team, we'd love to receive your application.</li> </ul>
16. About the role statement:	<p>This role statement is intended to provide an overall view of the role but in addition to this document, the specifics of the role will be described in business work plans.</p>

Applications should include a current resumé, a covering letter addressing the Key Responsibilities, digital portfolio or link to an online portfolio.

Applications should be submitted by 11:59pm Monday 6 April to [marketing@geelonggallery.org.au](mailto:marketing@geelonggallery.org.au)