



SYDNEY FESTIVAL 2023

Sydney Festival is a celebration of Sydney during the summer holiday month of January. It is one of Australia's largest annual cultural events and has an international reputation for modern, popular and contemporary programming spanning all art forms including dance, theatre, music, visual arts and large-scale free outdoor events.

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| Title | Senior Graphic Designer |
| Contract | 8 August 2022 – 3 February 2023 |
| Reports to | Graphic Design Manager |

1 PURPOSE OF POSITION

The Graphic Designer is a key player in the implementation of Sydney Festival's marketing campaigns.

The Graphic Designer works with the Graphic Design Manager in the implementation of the overall marketing and promotional strategies and campaigns for Sydney Festival.

2. ORGANISATIONAL CONTEXT OF POSITION

The position forms an integral part of Sydney Festival's marketing team, supporting the Graphic Design Manager in the ongoing management of the integrity of the Festival brand; development of the Festival profile as well as generating box office income. This is achieved through an overarching integrated communications campaign as well as targeted campaigns for individual events, productions and strands. The department also delivers marketing benefits to sponsors.

The department is responsible for ensuring the Festival is perceived as being successful, ethical and vibrant and therefore attractive to audiences, sponsors and other key stakeholders – from Board members to current and potential employees and contractors.

Outside the Marketing department, the position liaises with Development, Programming, Production and Administration departments, the Executive Office and external suppliers.

3. ROLE AND RESPONSIBILITIES

In conjunction with the Graphic Design Manager and external design agency, this role will assist the Marketing Department in delivering an aesthetically cohesive campaign. They will be responsible for designing a significant variety of projects through to finished art including:

- Printed brochures, maps, invitations and advertising
- Large format outdoor advertising

- Digital advertising including website takeovers
- Editing after effects templates for digital outdoor and digital display advertising
- Putting together logo strings and tracking their approval
- Conceptual and functional design of outdoor and venue signage
- Design of graphics and simple animations for social media, website and enews

Additionally they will be required to:

- assist with conducting research and development of visual concepts for certain events and hubs within the festival program.
- Support all internal departments with graphic design material and advice, including review documents, Word and PowerPoint templates, sponsorship proposals, ad hoc visualisation and general design assistance.
- liaise with external creative agencies and printers

4. EXPERIENCE AND QUALIFICATIONS

- 3+ years' industry experience.
- Graphic Design or Visual Communication qualification.
- Proficiency in Adobe CS (InDesign, Illustrator, Photoshop) and Microsoft Office on Mac and PC platform.
- Excellent written and verbal communication skills.
- Ability to work efficiently whilst maintaining an eye for detail.
- Exceptional project management, problem-solving and interpersonal skills.
- Capacity to work effectively in a close-knit team and autonomously.
- Thorough knowledge of all print processes.
- Animation and/or After Effects experience would be advantageous.
- Sound appreciation of the arts and event industry would be advantageous.

5. APPLYING FOR THE POSITION

If this sounds like you, submit your CV and portfolio by email to Matt Sharah at applications@sydneyfestival.org.au

You must be available to work full time from 8 August 2022 – 3 February 2023.