

# SYDNEY FESTIVAL 2017

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.

<b>Title</b>	Graphic Designer
<b>Contract</b>	17 July 2017 – 2 February 2018
<b>Salary</b>	\$52,000 - 55,000 pro rata
<b>Reports to</b>	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 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 external design agency, assisting the Marketing Department in delivering an aesthetically cohesive campaign via: icon and supplementary logo design, identity management and consultation, visual research and development, liaising with additional creative agencies and printers and designing a significant variety of projects through to finished art.
- Conceptual and functional design of outdoor and venue signage, in consultation with the Signage Coordinator.
- Support all internal departments with graphic design material and advice, including review documents, Word and PowerPoint templates, sponsorship proposals, ad hoc

**SYDNEY  
FESTIVAL**

visualisation and general design assistance.

#### **4. EXPERIENCE AND QUALIFICATIONS**

- 4+ years' industry experience.
- Graphic Design or Visual Communication qualification.
- Proficiency in CS5 (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.
- Flash, animation and html experience would be advantageous.
- Sound appreciation of the arts and event industry would be advantageous.

#### **5. APPLYING FOR THE POSITION**

Applications for the position should include the following information:

##### **Personal Details**

- Full name
- Address
- Telephone number
- Email address
- Permission to work in Australia

##### **Curriculum Vitae covering**

- Details of relevant positions held, including dates responsibilities and key achievements
- Details of education, professional training and qualifications

##### **Candidate's Statement**

- A brief statement containing an outline of what you bring to the role and your understanding of Sydney Festival.

##### **Referees**

- Contact details of three referees including name, relationship to candidate, current telephone number and email address
- Please note that referees will not be contacted until after consultation with the candidate and only if the candidate proceeds to the shortlist phase. It is the candidate's responsibility to ensure that their referees are willing to provide oral reports when contacted.

##### **Portfolio examples**

- Please include examples of your work or a link to your online portfolio.

##### **Dates of employment**

You must be available to work full time from 17 July 2017 – 2 February 2018. Please include any necessary details on when you might not be available during this time.

Applications close at **5pm on Monday 29 May 2016** and should be emailed to Anais Taylor at [anais.taylor@sydneyfestival.org.au](mailto:anais.taylor@sydneyfestival.org.au).

**SYDNEY  
FESTIVAL**