

SYDNEY FESTIVAL POSITION DESCRIPTION

Title	Graphic Design Manager
Reports to	Marketing & Digital Manager
Positions reporting	Graphic design contractor, design interns, freelance contractors as required
Contract	Full-time, 12 month maternity leave contract
Dates	28 June 2017 – 29 June 2018
Salary	\$65,000 P.A. plus superannuation

PURPOSE

The Graphic Design Manager is a key player in the planning and implementation of the overall marketing and promotional strategies and campaigns for Sydney Festival.

ORGANISATIONAL CONTEXT

The position forms an integral part of Sydney Festival's marketing team, responsible for 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.

RESPONSIBILITIES

- In conjunction with the external design agency, assisting the Marketing and Customer Services department in delivering an aesthetically cohesive campaign via: supplementary logo design, identity management and consultation, visual research and development, liaising with additional creative agencies and printers, designing a significant variety of projects through to finished art.

- Playing a major role in the delivery of the Festival brochure, extensive secondary collateral, advertisements (print, online and outdoor), outdoor/venue signage and various design elements for the website and eNewsletters.
- Conceptual and functional design of corporate materials including the annual review, sponsor pitches, briefing documents and presentations.
- Communicating with sponsors and other stakeholders regarding their logo and advertising representation, drafting specification sheets, performing pre-press checks, creating logo strings, sponsor grids and trafficking the approval of all related collateral.
- Recruiting, managing and mentoring design contractors and design interns.
- Ensuring visual branding consistency across all Festival and third-party collateral and assets; being the “gate keeper” and authority for Sydney Festival’s branding application.
- 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.

SKILLS AND EXPERIENCE

- 5+ years industry experience in a similar role.
- Graphic Design or Visual Communication qualification.
- Proficiency in Adobe CC (InDesign, Illustrator, Photoshop, Flash, Acrobat), Keynote and Microsoft Office on a Mac platform.
- Experience managing staff, including direct reports and interns.
- Experience working in high-pressure environments with conflicting deadlines.
- 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.
- An appreciation of the arts and event industry.

Applications for the position should include the following information.

- Personal Details
 - Full name
 - Address – work and home
 - Contact telephone numbers – including mobile
 - Confidential email address
 - Nationality and citizenship
- CV & Cover Letter
 - Details of all positions held, including dates and reporting lines, responsibilities and key achievements
 - Details of education, professional training and qualifications
- Examples of your work (no more than 7MB), or link to online portfolio

- 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.
- Date of Commencement
 - Please provide an indication of the earliest date on which you could commence in the role.

Applications close at **10am on Friday 28 April 2017** and should be [emailed to chris.zajko@sydneyfestival.org.au](mailto:chris.zajko@sydneyfestival.org.au)