

Role Title:	Graphic Design and Marketing Coordinator
Department/ Team:	Engagement/ Marketing and Supporter Engagement
Location:	This role can be undertaken anywhere in Australia provided you can access one of our capital city offices regularly when required.
Reports to:	Marketing and Production Manager

SU Australia’s Vision & Mission

SU Australia is an interdenominational Christian movement committed to supporting children, young people and their families to discover life through the provision of school chaplaincy services, camps, community-based missions, schools ministry, and at-risk youth programs. SU Australia also offers nationally recognised training programs in youth work through the SU Institute of Training (RTO 30548).

SU Australia is part of the worldwide Scripture Union movement, a movement of Christians working with churches to make God’s Good News known to children, young people, and families and to encourage people of all ages to meet God daily through Bible reading and prayer. (su.org.au)

SU Australia is a charitable 'limited by guarantee' not-for-profit organisation comprising more than 1,000 staff and thousands of volunteers, working with churches, and serving in communities in all states and territories across Australia.

All SU Australia staff and volunteers are empowered and equipped to champion a child safe culture and are committed to the highest standards of safety and care in our work with children, young people, and families.

Purpose of Role

Driven by a desire to create a groundswell of support for the work that SU Australia is doing in the lives of children, young people and their families, you have a talent for supporting the ministries of SU Australia through graphic design, content production and marketing activities.

You are a great communicator who is tapped into the trends and topics of the time. Your design & production skills make it easy for you to quickly produce content that engages the audience with SU Australia’s mission, while also being consistent with our brand voice and design aesthetic.

As a graphic designer and marketer, you will utilise your talents in graphic design, content production and digital marketing to find creative solutions to problems, produce high quality content, and generate greater awareness for the SU Australia brand. You will enjoy working collaboratively and will have the knowledge and ability to drive design projects from concept to finished product.

You will use your skills to bring to life the ideas presented in briefs, delivering projects on time, in a positive and collaborative manner. You will also think more broadly, looking for areas that need improvement, or where marketing and/or social media tools could assist in creating growth.

You believe that children and young people are precious, and you will contribute to nurturing a culture and commitment to their safety within SU.

Key Relationships

Primary Internal Stakeholders	<ul style="list-style-type: none"> Marketing & Production team Supporter Engagement team Regional Directors Group Managers
Other Internal Stakeholders	<ul style="list-style-type: none"> Fundraising team Events team
External Stakeholders	<ul style="list-style-type: none"> Agencies and Consultants Production Contractors and Suppliers Ministry participants, beneficiaries, users and customers

Key Accountabilities

Accountability areas	Responsibilities
<ul style="list-style-type: none"> Graphic Design & Content Production 	<ul style="list-style-type: none"> As a member of the Marketing and Production team you are one of the organisations' brand ambassadors, specifically ensuring that the brand is correctly represented in designed pieces. Experienced in the use of Adobe and other design software, including InDesign, Photoshop, and Canva. Collaborates with stakeholders to understand design needs. Produces effective content that delivers value to stakeholders and the organisation. Attends to scheduled tasks appropriately, being mindful of deadlines, so that the needs of the organisation are met. Content produced is of a high quality and is consistent with the overall national marketing and branding strategy. Works with agencies, consultants, contractors, and suppliers for projects where outside help is needed. Contributes positively towards the outcomes of each project, using available skills, talents, and tools. Able to work holistically - taking a concept through to its practical application (both through print and digital mediums). Highly desirable: experience developing and launching new brands. Highly desirable: experience in digital design, designing for web and digital platforms. Highly desirable: is able to capture and edit photo and/or video content. Highly desirable: Can competently create web content on the SU Australia and associated websites.
<ul style="list-style-type: none"> Marketing 	<ul style="list-style-type: none"> Has a good understanding of basic marketing strategy. Produce content in a way that connects to key target audiences. This role should adopt a marketing mindset as the individual completes all production tasks.

	<ul style="list-style-type: none"> • Able to apply designed items to a variety of digital marketing mediums, including email templates, social media tiles and web pages. • Highly desirable: is competent with email marketing platforms and designing email communications. • Highly desirable: is competent at developing, reporting on, and managing advertising content and campaigns. • Highly desirable: Can competently create web content on the SU Australia and associated websites. Having a basic understanding of code would be helpful but not necessary. • Highly desirable: Has a good understanding of how to utilise SU Australia's website platform (Wordpress) and plug-ins. Has a good understanding of SEO and how to create optimised content. • Highly desirable: Knowledge of systems such as Marketing Cloud, Campaign Monitor, Mailchimp and others.
<ul style="list-style-type: none"> • Team contribution 	<ul style="list-style-type: none"> • Contribute to the immediate team and the broader teams in SU. • Participate in SU devotion activities including prayer retreats. • Contribute at team meetings. • Participate in wider organisation-based activities and learning opportunities. • Demonstrate behaviour in line with a child safe culture. • Comply with WHS requirements. • Protect your own health and safety. • Protect the safety of others. Report hazards, risks and all incidents.

Qualifications and experience

- Minimum of two (2) years' graphic design and/or content production experience required (preferably in a non-profit environment).
- Tertiary qualifications in marketing, media/communications, public relations, copywriting, design or a related discipline are preferred.

Competencies

Competency areas	Definitions
Technical / Professional	<ul style="list-style-type: none"> • Proven graphic design and content production skills • Ability to deliver creative content (text, image and video) • Knowledge of online marketing channels • Excellent communication skills • Analytical and multitasking skills • Highly desirable: Solid knowledge of SEO, keyword research and Google Analytics • Highly desirable: experience developing and launching new brands. • Highly desirable: experience in digital design, designing for web and digital platforms.
Attention to detail	Accomplishing tasks, no matter how small, showing concern for all aspects of the job. Accurately checking processes and tasks. Ensuring others can rely on the accuracy of work completed by the incumbent.

Collaboration	Working effectively with others in the organisation (including fellow team members and people in other teams) to accomplish organisational goals and to identify and resolve problems.
Communication (verbal and written)	Using effective interpersonal skills to present ideas and views to individuals or groups (including nonverbal communication). Targeting presentations to the characteristics and needs of the audience (should the role require giving presentations). Expressing ideas clearly in any written format (memo, email, and letter) with correct spelling, grammar and structure.
Continuous improvement	Using initiative to identify and suggest improvements to processes and procedures. Analysing options for procedural improvements and documenting outcomes.
Customer service	Making efforts to listen to and understand stakeholders (both internal and external). Anticipating stakeholders' needs and giving high priority to stakeholder satisfaction.
Problem solving	Analysing problems effectively, evaluating alternative courses of action, exercising sound judgement and taking action in line with the level of authority of the role.
Self-management	Managing one's own wellbeing and workplace behaviour in order to contribute to a positive culture within SU. This includes: <ul style="list-style-type: none"> • Maintaining and promoting social, ethical and organisational norms in line with a Christian ethos; • Taking actions that indicate a consideration for the feelings and needs of others; being aware of the impact of one's own behaviour; • Maintaining stable performance under pressure and managing one's own stress effectively; • Handling disappointment and/or rejection while maintaining effectiveness; • Demonstrating perseverance by staying with a plan of action until the desired objective is achieved or is no longer required; and • Being open to change and willing to adapt to new directions; adapting working style to blend with changes; and articulating workplace concerns in a respectful and constructive manner.
Teamwork	Active participation in team effectiveness. Taking actions that demonstrate consideration for the feelings and needs of others. Being aware of the effect of one's behaviour on others. Proactively developing relationships. Using appropriate interpersonal styles and methods to inspire, guide and persuade others toward goal achievement. Working independently to a high-performance standard when required.
Time management	Organising one's own workload to prioritise tasks appropriately and meet deadlines. Adjusting personal work routines to complete tasks required by others when necessary. Considering other people's needs when determining the order of work to be completed. Being proactive.

Additional Requirements

SU Australia requires that the incumbent:

1. agree with, and agree to work under, the aims, beliefs and working principles of SU
2. be able to demonstrate a living and personal relationship with Jesus Christ
3. be able to show strong Christian character evidenced by servant leadership, valuing of people in general and marginalised people in particular
4. be a respectable member of a local Christian church we recognise
5. be in receipt of a current positive Working With Children Check for the purposes of child related employment
6. be willing to work under SU Australia's Conduct and Behaviour Standards

Developed by	People Services
Approved By	Group Director, Engagement
Effective Date	September 2024