

Position Description – Digital and Graphic Designer

Updated 15 December 2025

POSITION DETAILS	
Portfolio	Portfolio of the Senior Deputy Vice-Chancellor
Organisational Unit	Head of Brand
Supervisor	Graphic Designer and Creative Studio Lead
Classification	Higher Education Officer Level 6
Employment Type	Fixed-term, full-time

POSITION SUMMARY

The Digital and Graphic Designer provides graphic design solutions across a variety of publications and promotional materials with a particular focus on digital graphic design for interactive and multimedia formats. This role contributes to the growth of the Flinders University's brand in the local, national and international environment in line with key University objectives as envisioned in *The 2025 Agenda*.

UNIVERSITY EXPECTATIONS AND VALUES

All staff at Flinders are responsible for understanding their obligations and responsibilities as set out in the University's code of conduct and are expected to:

- demonstrate commitment to the University's values of Integrity, Courage, Innovation, Excellence and the underlying ethos of being Student Centred;
- contribute to the efficient and effective functioning of the team or work unit in order to meet the University's objectives. This includes demonstrating appropriate and professional workplace behaviours, providing assistance to team members if required and undertaking other key responsibilities or activities as directed by one's supervisor;
- promote and support an inclusive workplace culture which values diversity and embraces the principles of equal opportunity;
- perform their responsibilities in a manner which reflects and responds to continuous improvement;
- familiarise themselves and comply with the University's *Work Health and Safety, Injury Management and Equal Opportunity* policies.

A Nationally Coordinated Criminal History Check (NCCHC) which is satisfactory to the University will be required by Flinders University before the successful applicant can commence in this position.

KEY POSITION RESPONSIBILITIES

The Digital and Graphic Designer is accountable for:

1. Undertaking a range of digital graphic design projects across a variety of digital, online and print materials.
2. Developing innovative digital graphic design solutions for online advertising campaigns and web environments that:
 - Ensure consistency with the Flinders University brand, both online and offline;
 - Contribute to the usability of the online interface; and
 - Work within the constraints and capabilities of the University's content management system and/or online application.
3. Establishing digital graphic design solutions and templates that can be used widely across the University, ensuring consistency of brand and style.
4. Providing supervision and on-the-job training to other staff to develop digital graphics based on the templates/solutions established.
5. Contributing to the establishment of visual standards for Flinders University marketing collateral (online and other forms of media).
6. Utilising creativity and experience that demonstrates a sound understanding of online technologies (including the content management system and other web applications), publication layouts and print production.
7. Applying well developed analytical skills to review and evaluate designs and their effectiveness for a range of media and provide graphic design advice to other units across the University.
8. Any other responsibilities in line with the level of the role as assigned by the Supervisor and/or the University.

KEY POSITION CAPABILITIES

- Tertiary degree in a design related field or a combination of relevant post-secondary qualifications and experience in a design related field.
- Demonstrated ability to produce static and animated digital graphics for use within websites, web applications and online advertising campaigns.
- Knowledge of planning, print and production processes and techniques to achieve objectives within design projects scope.
- Knowledge of the use of the web and emerging technologies.
- Detailed knowledge of up-to-date digital design standards, workflow procedures and production stages.
- Experience with and/or understanding of content management systems and web applications.
- Detailed knowledge of production software applications including Adobe Creative Cloud and Google Web Designer.
- Demonstrated organisational and time management skills with the ability to work with minimum supervision according to defined priorities.
- Demonstrated ability to exercise judgement and well-developed problem-solving skills ranging from analytical to creative.
- A high level of interpersonal skills and the ability to work cooperatively in a team context and to negotiate and communicate effectively with staff at all levels.
- An understanding of the issues relating to the management of large complex web and branding projects.