
SENIOR GRAPHIC DESIGNER

AUGUST 2022



Location:	Parkville
Division:	Communications and Marketing
Classification/ Salary Range:	\$98,500 + super + NFP salary packaging
Employment type:	12-month full-time contract
Position reports to:	Creative Services Manager

1. POSITION SUMMARY

The Senior Graphic Designer will be part of a busy team, contributing to our studio culture with a solid work ethic and friendly, enthusiastic attitude. Possessing a strong digital graphic design portfolio, they will be responsible for the concept and design development of a broad range of collateral, in both digital and print mediums.

Primarily supporting a major digital mental health rebranding project, this position requires the designer to be a multi-skilled, highly competent individual who is flexible and comfortable working within a project environment. The role requires high creativity, technical skill, exceptional attention to detail, and an ability to work on a variety of projects to deadline.

The Senior Graphic Designer needs to work closely with academic, clinical and professional staff to deliver effective and engaging design solutions. The designer will be required to develop strong interpersonal working relationships within Orygen, as well as with external partners such as printers and photographers.

The key responsibility of this role is to lead the roll-out of our new brand identity for MOST (Moderated Online Social Therapy), Orygen Digital's flagship and award-winning mental health service for young people aged 12 to 25.

About MOST

MOST is a digital therapy service designed to help young people who've been through a tough time. It provides tools and support to help them get back on track with the things that matter – like friends, mental health, work and study.

It offers self-directed therapeutic content, safe, moderated online community discussions, access to peer workers, career counselling and one-on-one clinical support, so young people experiencing mental ill-health can find practical strategies that work for them when and where they need them.

MOST has evolved from a research project that started more than a decade ago into a digital service that supports thousands of young people across much of Australia's east coast. To support its evolution, a new brand identity has been created in consultation with young people.

We're bringing that brand to life now, with the intent of launching a new look MOST in mid- to late-October 2022. Behind the scenes, there's a project team that draws on designers, engineers, illustrators, communicators, project managers and young people all working to make this happen. The Senior Graphic Designer role is pivotal to designing collateral and assets for the launch, and beyond.

2. POSITION CONTEXT

Orygen is Australia's National Centre of Excellence and global leader in youth mental health research and clinical care. We deliver cutting-edge research, policy development, innovative clinical services, and evidence-based training and education for the mental health workforce to ensure that there is continuous improvement in the treatments and care provided to young people experiencing mental ill-health.

Orygen Digital is the technology division of Orygen. We design, deliver and evaluate evidence-based digital technology to support the mental health and wellbeing of young people aged 12-25. Our work brings together the best of research, innovation, technology and clinical care to revolutionise youth mental health services and promote long-term recovery in young people experiencing mental ill-health.

Digital technology is part of the future of youth mental health care. The Royal Commission report into Victoria's mental health system cited technology's role in improving access, continuity of care and system navigation, recognising MOST's approach to addressing these challenges.

It's an integral part of young people's lives and this presents opportunities to connect those experiencing mental ill-health with support and increase their engagement with therapy wherever they are, whenever they need it.

This position will help foster those connections and increase engagement with MOST through exceptional and creative design solutions.

Our activities and workforce are diverse and include:

- Five headspace centres in Craigieburn, Glenroy, Melton, Sunshine and Werribee that deliver primary clinical services to young people and are operated by Orygen.
- The Centre for Youth Mental Health, a University of Melbourne research and teaching department that is wholly seconded into Orygen. Centre staff are provided with Orygen email addresses and have the use of Orygen systems.
- Orygen Specialist Program (formerly referred to as Orygen Youth Health Clinical Program), a tertiary clinical service that is currently operated by North Western Mental Health, co-located with us at Parkville, Sunshine and Glenroy and also operating at sites in Footscray, and Wyndham. Whilst not under the governance of Orygen, Orygen Specialist Program works in close partnership with us.
- Orygen Digital, which develops and rolls out online clinical platforms that are integrated with 'in-person' clinical services.
- A training and development unit providing online and face to face training for the mental health workforce both nationally and internationally.
- A policy think tank drawing on Orygen's research and clinical expertise and partnering and collaborating with key content experts from Australia and around the world to advise government policymakers.
- Centralised professional support functions enabling the organisation to achieve strategic and operational objectives.

3. ABOUT ORYGEN

VISION	Young people to enjoy optimal mental health as they grow into adulthood.
MISSION	Reduce the impact of mental ill-health on young people, their families and society.
VALUES	Respect, accountability, teamwork, excellence & innovation.
COMMITMENTS	First Nations people of Australia, young people and their families, LGBTIQA+ people & culturally and linguistically diverse people.

4. KEY RESPONSIBILITIES AND OUTCOMES

The Senior Graphic Designer will:

- Report to the Creative Services Manager as part of the design and video studio, with a dotted line into Orygen Digital, to ensure alignment with the day-to-day graphic design needs of MOST;
- Collaborate and work closely with the Orygen Digital's designers, engineers, illustrators, and project, managers bringing to life design components of their internal and external communications plans and related brand awareness activities, within both digital and print mediums;
- Provide expert advice regarding strategy, concept, and best practice design solutions for both digital and traditional print mediums;
- Be process driven and meticulous, with a keen eye for detail and consistency;
- Be articulate and a skilled presenter of their own creative work, with a focus on solutions that meet the brief and the client's objectives;
- Be comfortable giving and receiving feedback, always striving for improved project outcomes;
- Work productively and collaboratively with our internal stakeholders (the client), fellow designers, a video producer, and the broader Communications and Marketing team members;
- Self-manage and prioritise workflow to ensure projects are completed in a productive and timely manner, ensuring deadlines are met;
- Keep the Creative Services Manager abreast of projects and flag any possible issues that arise, before the project is compromised;
- Source and liaise with trusted suppliers and contractors;
- Manage and archive projects electronically as per studio requirements;
- Track project hours, when required, as per studio requirements;
- Keep abreast of latest design trends, production techniques, hardware and software;
- Provide input and advice on current trends, and make recommendations where necessary for delivery improvement;
- Maintain studio equipment and resources;
- Complete any other duties as reasonably required; and
- Comply with and support others to comply with Orygen's policies and procedures, including taking appropriate action to hold others accountable and promote a workplace culture that is safe, diverse and inclusive.

5. SELECTION CRITERIA

The following criteria must be met for consideration for this position:

5.1 Essential

- Melbourne-based, hybrid working environment.
- Degree in graphic design or similar relevant qualification.
- Extensive industry experience as a Senior Graphic Designer, with a strong digital design portfolio.
- Strategic, creative thinker, with excellent design and typography skills.
- Demonstrated extensive experience with large document design and text setting.
- Demonstrated ability to design and build for digital platforms, e.g. social media, eDMs, banner campaigns and front-end web. Both static and animated/motion work.
- A clear communicator with constant focus on the 'end user'.
- Highly organised with the ability to multi-task, meet deadlines and liaise directly with clients actioning feed-back, whilst maintaining accuracy and high-quality work.
- Proven ability working within brand style guides.
- Excellent skills in the latest industry standard software such as Indesign, Photoshop, Illustrator and After Effects.
- Effective communication skills, both verbal and written.
- Extensive experience producing artwork for production.
- Proven experience liaising with suppliers co-ordinating design for implementation.
- Self-motivated and excited about design, willing to contribute to our positive studio culture.

5.2 Desirable

- Traditional and computer-generated Illustration skill.
- Figma experience.

6. SPECIAL REQUIREMENTS

- Unrestricted right to live and work in Australia.
- A current National Police Check will be required.
- Any offer of employment is conditional upon receipt and maintenance of a satisfactory Working with Children Check.
- You may be required to work across more than one of Orygen's sites, which are currently located within the north and west of Melbourne.
- In line with Government guidelines, this position may need to be based at home during certain periods. As such a reliable internet connection will be required.
- Successful applicants will be required to provide proof of COVID-19 vaccination prior to commencement.

7. ACKNOWLEDGEMENT

Confirming this position description has been read and understood by:

Name:	
Signature:	
Date:	