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## GRAPHIC DESIGNER

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JULY 2025

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### POSITION SUMMARY

Location:	Parkville		
Functional area:	Communications and Fundraising		
Classification/ Salary:	\$75,000 – \$85,000 commensurate with skills and experience + 12% super + access to \$15,900 NFP salary packaging		
Job level:	2		
Reports to:	Senior Graphic Designer		
Employment type:	Full-time (1FTE)		
Employment length:	Ongoing, subject to funding		
Direct reports	-	Indirect reports	-

### POSITION PURPOSE STATEMENT

The Graphic Designer will support the development of high-quality visual content that helps bring Orygen's brand and mission to life, with a strong focus on digital-first communication. This role will contribute to a wide range of projects designed to engage and inform young people, families, health professionals and other key audiences.

The Graphic Designer will work across digital campaigns, social media, websites, reports, publications and events to create engaging and accessible content. They will collaborate closely with other team members and work directly with a variety of internal stakeholders, including researchers, policy staff and executive leaders, to translate complex ideas into clear, compelling visual materials. With a strong emphasis on digital storytelling, the role will support the delivery of consistent, brand-aligned content that speaks to Orygen's vision for better youth mental health.

In addition to their work with the broader Orygen team, the Graphic Designer will spend two days per week supporting our technology division, Orygen Digital (OD), with a focus on product collateral, delivering polished, professional presentations and reports that communicate clinical and research content clearly and effectively.

#### **About Communications, Fundraising and Orygen Digital**

The Communications and Fundraising team's focus is to build and protect the reputation of Orygen through effective communication and storytelling while also working to promote a philanthropic culture that creates fundraising opportunities to support Orygen's mission.

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### REVOLUTION IN MIND

Orygen Digital is the technology division of Orygen. Our mission is to revolutionise the youth mental health system globally by integrating the best of technology, research, clinical expertise, and innovation. We are a high-impact, fast-growing team working at the intersection of emerging technologies and youth mental health services. Together, we're developing cutting-edge digital solutions that support young people and their families with accessible, effective, and scalable care.

## POSITION FOCUS

	Key responsibility area	Percentage
1	Creative strategy and execution	70%
2	Project management	15%
3	Stakeholder engagement	10%
4	Other	5%

## POSITION KEY RESPONSIBILITY AREAS

### 1. Creative strategy and execution

- Develop innovative and creative designs that deliver best-practice design concepts and drive impactful visual communication.
- Create engaging digital assets, including social media content, website graphics, EDMs, and advertising material.
- Actively identify projects and areas to elevate Orygen's design and visual execution
- Proactively identify new and emerging digital trends to explore and enhance organisations style and online design profile.
- Elevate social channels to create engaging graphic design and animations tailored for audiences.
- Ensure brand consistency across all creative outputs while evolving the visual identity to stay fresh and relevant.
- Developing reports, policy documents, infographics and stakeholder materials with clarity and visual impact.
- Proactively input and advise on current trends and latest design and production techniques
- Work across a portfolio of brands and products, including: Orygen, #chatsafe and Orygen Digital
- Contribute to the review of objectives, practice and strategy within the team and if needed more broadly across the organisation.
- Work closely with Orygen, Orygen Digital & #chatsafe social media advisors to plan and deliver engaging social media content and campaigns

### 2. Project management

- Manage multiple projects at once, meeting deadlines and ensuring high-quality execution.
- Collaborate with stakeholders, including researchers, policymakers, and executives, to translate complex information into clear, visually appealing designs.
- Lead projects identified by the Senior Brand and Marketing Manager that further Orygen's strategic initiatives.
- Work closely with clinical, academic, and professional staff, providing best-practice design solutions while fostering strong working relationships.
- Actively identify opportunities to enhance Orygen and Orygen Digital's design aesthetic and creative projects within the business.
- Manage and archive projects electronically as per studio guidelines.
- Ensure consistency in branding and messaging across all materials.
- Organise and prioritise workflow to ensure projects are completed in a productive and timely manner.

### 3. Stakeholder engagement

<ul style="list-style-type: none"> <li>• Work productively and collaboratively with staff and departments, management and fellow communications team members.</li> <li>• Proactively work with staff members to build project briefs, refine project requirements and deliver creative concepts that bring projects to life.</li> <li>• Ongoing, proactive communication with staff to present work, explore concepts, deliver rationale for creative direction, and facilitate feedback loop for a variety of stakeholders across the business.</li> <li>• Collaborate across the organisation, including with researchers, policy teams, executives, and other key stakeholders, to develop high-quality digital and print materials.</li> <li>• Source and liaise with suppliers and contractors as required.</li> </ul> <p><b>Other</b></p> <ul style="list-style-type: none"> <li>• Complete any other duties as reasonably required.</li> </ul>
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**EDUCATION / QUALIFICATIONS**

Essential	<ul style="list-style-type: none"> <li>• Qualifications in Graphic Design or extensive industry experience.</li> </ul>
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**EXPERIENCE / SKILLS**

Experience / skills	<ul style="list-style-type: none"> <li>• Proven experience in graphic design role/s, with a strong portfolio showcasing high-quality brand and design work.</li> <li>• Advanced proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, and ideally After Effects).</li> <li>• Strong digital design experience, including social media and website graphics with large document design and text setting.</li> <li>• Proven ability to work within brand style guides.</li> <li>• Extensive experience designing for print, such as reports, publications and marketing collateral and presentations (PPT)</li> <li>• Ability to manage multiple projects and meet deadlines in a fast-paced environment.</li> <li>• Excellent communication and stakeholder management skills.</li> </ul> <p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Experience using Canva for creating adaptable templates and quick-turnaround content.</li> <li>• Animation or motion graphics experience.</li> <li>• Familiarity with UX/UI design.</li> <li>• Understanding of accessibility requirements for digital and print design.</li> <li>• Traditional and digital illustrations skills.</li> </ul>
Personal attributes	<ul style="list-style-type: none"> <li>• Creative thinker, with excellent design and typography skills.</li> <li>• Ability to present and explain ideas and concepts to various stakeholders.</li> <li>• Ability to think critically, problem solve, research and analyse project information and content, to recommend and implement effective solutions.</li> <li>• Excellent organisational skills, with the ability to multitask, prioritise tasks, meet deadlines and liaise directly with staff.</li> <li>• Comfortable giving and receiving creative feedback from the team.</li> <li>• Effective communication skills, both verbal and written.</li> <li>• Self-motivated and excited about design, willing to contribute to our culture.</li> <li>• Capable of working in a busy environment, on a variety of projects at any given time.</li> <li>• Able to present ideas in engaging ways to stakeholders for project buy-in.</li> </ul>

**KEY RELATIONSHIPS**

Internal	<ul style="list-style-type: none"> <li>• Senior Brand &amp; Marketing Manager</li> </ul>
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	<ul style="list-style-type: none"> <li>• Senior Graphic Designer</li> <li>• Social Media Adviser</li> <li>• Product, Communications and Marketing manager, Orygen Digital</li> <li>• #chatsafe Adviser</li> <li>• Video Producer</li> <li>• Director - Communications and Marketing Manager</li> <li>• General Manager, Orygen Digital</li> <li>• Orygen Digital team</li> <li>• Comms and Marketing Team</li> <li>• Fundraising team</li> <li>• Researchers</li> </ul>
External	<ul style="list-style-type: none"> <li>• Printers and suppliers</li> <li>• Freelancers as required</li> </ul>

### SPECIAL REQUIREMENTS

<ul style="list-style-type: none"> <li>• Unrestricted right to live and work in Australia.</li> <li>• A current National Police Check will be required.</li> <li>• Any offer of employment is conditional upon receipt and maintenance of a satisfactory Working with Children Check.</li> <li>• 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.</li> <li>• A current Victorian driver's licence (desirable)</li> <li>• 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.</li> <li>• Occasional out of hours, evening and/or weekend work may be required.</li> </ul>
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### SAFETY, HEALTH AND WELLBEING RESPONSIBILITIES

<p>Employees are required to comply with all workplace health, safety and wellbeing policies and procedures of Orygen.</p> <p>In addition, employees are expected to:</p> <ul style="list-style-type: none"> <li>• Promote and demonstrate Orygen's high standards in relation to health, safety and wellbeing, championing a culture of safety in the workplace.</li> <li>• Take responsibility for their own safety, health and wellbeing and for their colleagues and others they work alongside, as far as they are able.</li> <li>• Follow policies, training and guidelines related to Workplace health, safety and wellbeing, including reporting of unsafe work practices, incidents, hazards and near miss events.</li> <li>• Be committed to promoting and protecting the safety and well-being of all children and young people and embedding safeguarding practices into all our programs and services.</li> <li>• You may encounter sensitive information related to mental health as part of your work. Being aware of this and how it could affect you and planning accordingly is essential.</li> </ul>
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### ACKNOWLEDGEMENT

Confirming this position description has been read and understood by:

Name	[insert name]
Signature	[insert signature]

Date	[insert date]
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