

GRAPHIC DESIGNER - CONTRACT (mid-weight)

Thank you for your interest in the position of Graphic Designer.

Aside from the information outlined in the job description, other relevant details of the position are:

1. Hours of Work

The usual hours of work are 9am – 5pm Monday to Friday. However, the requirements of this position require a degree of flexibility. You may be expected to work outside of usual hours or additional hours to meet our changing business needs and the demands of your role.

The position is a short term contract role to 27 September 2019 and is based at Fox Studios Australia, Moore Park.

2. Salary and Entitlements

- Salary is dependent on skills and experience
- 4 weeks annual leave – pro rata
- 10.5% superannuation
- Complimentary tickets to STC productions subject to availability

3. Application

In order to make your application for this position, please forward:

- Your CV
- A portfolio of selected work across print, digital and outdoor – please ensure the file is no larger than 5MB by email. Larger files can be sent by Dropbox or similar if necessary.
- A cover letter briefly outlining how your experience is applicable to the Key Selection Criteria on the last page of this Job Description.
- Please note; applications will not be considered if your cover letter does not reference the particular expertise specified in the Key Selection Criteria.

To apply

Please forward your application (see important notes above) to Kate Crisp, HR Manager, recruitment@sydneytheatre.com.au.

For enquires specifically relating to the role

Contact Bianca Oram, Marketing Manager, boram@sydneytheatre.com.au

Closing date

Closing date for applications is 9am, Friday 17 May 2019.

Interviews

Interviews will be held at Sydney Theatre Company in Moore Park soon after the closing date.

Other

Must be Australian resident or hold current, appropriate working visa.

ABOUT SYDNEY THEATRE COMPANY

Sydney Theatre Company (STC) has been a major force in the Australian cultural landscape since its establishment in 1978. It is Australia's largest theatre company in terms of audiences and amount of work presented each year, the state theatre company of NSW, and is recognised as one of the world's most exciting and original theatre companies.

The Company presents an annual season of around 15 productions across its harbourside theatres and is a resident theatre company of the Sydney Opera House. Our current Artistic Director is Kip Williams, who was appointed in 2016. The Season of plays is announced each September for the following year.

STC has a proud heritage as a creative hub and incubator for Australian theatre and theatre-makers, developing and producing eclectic Australian works, interpretations of classic repertoire and great international writing. STC strives to create theatre experiences of the highest standard that consistently illuminate, entertain and challenge, and that reflect Sydney's distinctive personality and engage broad audiences.

Strongly committed to engagement in the community, STC offers an innovative School Drama™ program; partners with groups in metropolitan Sydney, regional centres and rural areas; and reaches beyond NSW touring productions throughout Australia. STC's annual audiences throughout Australia are in excess of 315,000.

In recent years, the company's international profile has grown significantly with numerous productions touring extensively to great acclaim in to Europe, USA and the UK. The theatre careers of many of Australia's internationally renowned artists have been launched and fostered at STC, including Benedict Andrews, Cate Blanchett, Rose Byrne, Toni Collette, Judy Davis, Mel Gibson, Richard Roxburgh and Hugo Weaving.

STC is assisted by the Australian Government through the Australia Council, by its arts funding and advisory body, and by the New South Wales Government through Arts NSW.

PURPOSE

A place for ideas

VISION

Based in Sydney and reflecting our home base's distinctive personality we will be one of the world's most exciting and original theatre companies.

MISSION

Create distinctive theatre of vision and scale
Ensure a future for theatre
Assist building creative capacity in the community
Explore the issues of the day

VALUES

Creativity

A company that embraces creativity and originality in all that we do and has the courage to push boundaries.

Play

A company that is light, spirited, flexible, collaborative and interactive.

Rigour

A company that is ambitious and forward thinking that seeks out best practice and continual improvement in all areas.

Commitment

A company that serves its art form, its artists, audience and community. A company whose staff pulls together in the best interests of the production.

THE DEPARTMENT

The Marketing and Customer Services department drives the management of STC's marketing, audience research, data and insights, digital projects and online presence, graphic design, customer relationship management activities, content creation, brand and identity, media relations, public positioning, visual identity and audience experience. The Box Office is within this team, and manages ticket sales and customer service for our season ticket holders and casual ticket buyers.

The department provides marketing, communications and graphic design support for internal departments including corporate development, philanthropy and education, venue hirers and in-venue food and beverage outlet Walsh Bay Kitchen.

ORGANISATIONAL CONTEXT

Department:	Marketing and Customer Services
Team:	Marketing team
Director:	Director of Marketing and Customer Services
Position title:	Graphic Designer
Reports to:	Lead Graphic Designer
Direct report:	-
Other positions within the Marketing team:	Digital Marketing Manager Digital Marketing Coordinator Marketing Manager, Campaigns Marketing Coordinator, Campaigns Marketing Assistant, Campaigns Marketing Manager, Season and Audience Engagement Marketing Assistant, Season and Audience Engagement Content Manager
Other teams within the department:	Public Relations Box Office Data and Insights Front of House
Key relationships – Internal	Marketing and Public Relations team Customer Services and Box Office team Artistic team Philanthropy and Corporate Development teams Finance team Venue and Front of House teams Production departments
Key relationships – External	Freelance Designers Printers and print suppliers Photographers STC's Design Agencies Arts industry peers

PURPOSE OF THE ROLE

The STC Design Studio provides a professional in-house graphic design service for Sydney Theatre Company (STC).

THE ROLE

The Graphic Designer is a key part of our in-house Design Studio and a core member of the marketing team, which is lean, busy and collaborative. We are seeking someone creatively versatile for this busy role in a highly creative company.

Under the guidance of the Lead Graphic Designer, the Graphic Designer works closely with the marketing team and other departments to deliver campaign and brand design solutions that are powerful and memorable.

Someone with campaign roll-out experience will prosper in our fast-paced, quick-turnaround team environment. Design jobs cover a wide range of print and digital collateral for STC plays, events, departmental programs and special projects. Excellent typography, print layout, digital design, creative concepting skills are essential. Experience in an arts or similar organisation would be advantageous. Expertise in photography and video production/editing is advantageous.

This role suits someone who understands that all design must put the customer first, and has experience in bringing creative experiences to life through visual communications. Of course, a positive attitude, scrupulous attention to detail, an ability to respond swiftly, produce high quality work and hit all deadlines is non-negotiable.

The person must be a collaborative team member who can proactively solve problems. The role works closely with lots of departments at STC, including Public Relations, Philanthropy, Corporate Development, Artistic, the Executive office and more. Working under the Lead Graphic Designer, the person must be able to take instruction and constructive feedback.

The Graphic Designer will enjoy daily variety, a positive environment and the opportunity to work in an organisation full of creative and innovative minds, surrounded by people who love what they do.

KEY RESPONSIBILITIES

Under the guidance of the Lead Graphic Designer:

Brand and campaign work

- Contribute and adhere to STC brand guidelines (recently refreshed and currently in active development), ensuring all designs reflect STC visual identity
- Analyse and respond to big and small design briefs creatively, effectively, intelligently
- Play an active role in the research and conceptual development of imagery for STC marketing campaigns
- Roll out of the design of print and digital collateral for STC productions and other projects
- Manage pre-press and print preparation of campaign artwork, including press checks where necessary
- Work on the layout of production programs for all STC productions
- Work on venue signage, in-venue engagement activities and some wayfinding across a variety of venues including The Wharf, Roslyn Packer Theatre and Sydney Opera House
- Create stationary templates for the Company to access
- Ensure endorsement from the Lead Graphic Designer and Marketing Manager before implementation

Film / Video / Photography

- Assist Marketing dept in the organisation and running of photo shoots, filming and editing video
- Assist and coordinate Design Studio tasks including taking photos, resizing production images and managing image galleries

Department and Relationships

- Play a key role in the marketing team, contributing to the collaborative working style of the team
- Work with Marketing staff on traffic management and job allocation to ensure all deadlines are met
- Liaise with external suppliers such as printers, complete proof checks and attend press checks where necessary
- Undertake graphic design tasks, provide advice, ensuring effective liaison and collaboration with STC staff at all levels, including Media Relations, Philanthropy, Corporate Development, Artistic, the Executive office and more.

Other

- Coordinate the design filing system and STC image library, ensuring that STC files and assets are maintained and archived carefully and correctly
- Be an active participant in the marketing team and other agreed cross-departmental teams
- Carry out other similar or administrative duties as required by the Marketing Manager

WORKPLACE HEALTH & SAFETY

For the purposes of the Workplace Health and Safety Act and Regulations the Graphic Designer must ensure that she/he:

- Takes reasonable care of the health and safety of themselves and others
- Works in a safe manner and follows procedures introduced for his protection
- Participates in any training or education necessary to enable to work safely including familiarisation with STC's WH&S policy
- Reports any unsafe work practices or conditions to his supervisors
- Co-operates with Sydney Theatre Company in their efforts to comply with workplace health and safety requirements

ENVIRONMENTAL SUSTAINABILITY

To support STC's vision of becoming the world's most sustainable theatre company, the Graphic Designer must ensure that she/he:

- Takes reasonable steps towards minimising the environmental impact of their role and that of the Company;
- Works in an environmentally responsible manner and follows procedures introduced to this end;
- Participates in any training or education necessary to enable them to work sustainably including familiarisation with the Company's various green policies;
- Brings to the attention of the internal Green Team any situations or practices that could be improved in relation to environmental performance; and co-operates with Sydney Theatre Company in their efforts to lead in the area of environmental sustainability.

KEY SELECTION CRITERIA

Capabilities and competencies

Essential

- Minimum 3 years' experience in junior to mid weight design roles
- Excellent ability to interpret and develop briefs into strong visual communication solutions
- Experience working with brand guidelines and the ability to ensure guidelines are adhered to
- Experience in creative concepting, delivering solutions that meet brief and support the needs of the project
- Experience in creating a wide range of collateral including publications, signage, outdoor advertising, email, online display advertising
- Knowledge of pre-press requirements for print publications
- Social media savviness and a broad understanding of (if not experience in) the latest digital trends and best practice digital design
- Experience in managing a personal workload of simultaneous projects in a quick-turnaround, fast-paced environment
- Willingness to take direction, ability to work efficiently, adapt to situations, learn quickly and find solutions with a positive hands-on attitude
- Excellent written and interpersonal skills with a wide variety of stakeholders
- Highly skilled in Adobe Creative Suite on Mac

Desirable

- Experience in an arts organisation, and an interest in theatre and the arts
- Photography and video shooting skills, and editing ability
- Experience in image retouching and basic animation
- Experience with specialised software, e.g. Premiere, Capture One, After Effects, Lightroom
- Experience creating and rolling out HTML5 digital display advertising
- Experience in website design and development of responsive email templates using HTML and CSS

This job description describes the broad scope of the role and is not an exhaustive list. It may also change from time to time with due consultation to meet the changing needs of the business.