

POSITION DESCRIPTION

Position Title:	Publications Graphic Designer
Division:	Marketing, Communications and Business Development
Location:	Melbourne
Reports to:	Manager, Content and Publishing
Position type:	Full time
Approved by:	CEO
Date approved:	August 2017

Organisational context

The Australian Physiotherapy Association (APA) is the peak national body representing the physiotherapy profession in Australia and has over 24 000 members.

The APA supports members by providing them with access to the highest quality knowledge, resources and research to keep their skills current and relevant; through advocating for physiotherapy to have a broader role in healthcare; and by positioning the physiotherapy brand to all consumers, other health professionals and the community.

The publications team plays an important role by creating informative, engaging and thought-provoking content that delivers value, educates and gives voice to members.

Main purpose of the position

To design the layout of core APA print publications—the Association's monthly member magazine, two quarterly special interest group magazines, and the annual report.

Reporting relationship

The Publications Graphic Designer reports to the Manager, Content and Publishing within the Marketing, Communications and Business Development division.

Other relationships

Key non-reporting relationships include:

- marketing and communications team, to assist with the design of APA campaign and other promotional material, guidelines and other documents for print and online

Key accountabilities

Create and implement the design and layout of APA publications to schedule.

Research and contribute creative concepts to improve the visual impact and readability of APA publications.

Support and work with other members of the marketing and communications team when required to develop and produce content in line with the APA's vision, brief and purpose.

Liaise and maintain key relationships with suppliers and other stakeholders as required throughout the production process.

Attend regular publications meetings and contribute to discussions about content from a design perspective.

Skills, knowledge and experience

Tertiary qualification or equivalent experience in graphic design.

Minimum of 4 years of experience in the graphic design of magazines or corporate publications, both print and online.

Proficiency in Adobe Creative Suite using a Mac, primarily InDesign, Photoshop, Illustrator, InCopy and Acrobat.

Ability to work to a brief and quickly refine design concepts based on feedback.

Ability to grasp the key themes of articles and use complementary images and design concepts accordingly.

High attention to detail, excellent organisational and time management skills and the ability to manage a high volume of work to tight deadlines.

Ability to adhere to in-house branding and visual guidelines.

Knowledge of pre-print file preparation.