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## GRAPHIC DESIGNER

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### Position Description

<b>Reports to</b>	Head of Marketing
<b>Term</b>	This is a part-time position (3 days a week)
<b>Start date</b>	Mid-June

### About Heide

Heide Museum of Modern Art (Heide) is a public art museum and sculpture park located in Bulleen, Victoria. Heide offers an inspiring, educational and thought-provoking experience of modern and contemporary art, architecture, social history and gardens.

Heide presents 10 to 14 temporary exhibitions per year across five exhibition galleries with associated publications, public and education programs. The exhibition program represents both modern and contemporary art, drawn from the Heide Collections and external sources, and while the focus is on Australian art, it also includes some international projects.

The Heide Collections encompass both the art collection and archives. The art collection comprises more than 3,500 works in all media, and includes a significant representation of Australian modernism from the 1930s to the 1960s. It offers perspectives on modern and contemporary art practice as well as Heide's history. The archives include significant holdings of artists' papers, and documents relating to the professional activities of Heide founders John and Sunday Reed.

Heide is an equal opportunity employer, committed to building a diverse and inclusive workplace that is respectful and supports creativity and innovation. We encourage applications from First Nations people, people of culturally diverse backgrounds, people with disabilities, and people from the LGBTIQ+ community, and provide a working environment that prioritises Cultural Safety. If you need assistance with this application due to a disability, please contact us at [employment@heide.com.au](mailto:employment@heide.com.au) or 03 9850 1500.

This vacancy is a rare opportunity to join a group of outstanding professionals dedicated to ensuring Heide flourishes.

### About this Position Description

This position description is intended to provide an overall view of the role and may change from time to time to fulfil new business objectives and strategies as they arise.

### Application Instructions

Applications should include a cover letter, curriculum vitae and a statement addressing the Key Selection Criteria (no longer than half a page per criterion). Please also include a portfolio demonstrating abilities in both traditional (print) and digital execution including social, web, mobile, media, digital banners and eDMs.

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Applications must be submitted by 5.00pm on Friday 30 April to: [employment@heide.com.au](mailto:employment@heide.com.au)

Please state 'Graphic Designer' in the subject line.

- Primary focus of the position** The primary focus of the role is to fulfil the diverse graphic design requirements of the museum including, but not limited to, the design and production of all marketing and communications campaigns, exhibition catalogues and collateral including digital assets, brochures, corporate collateral, site and exhibition signage, some store merchandise and online design projects.
- Working from Heide's style guide and existing design templates, the role involves:
- Liaising with internal and external stakeholders in the development of high quality design concepts across exhibition, brand and sub-brand campaigns
  - Designing and preparing artwork for print and digital advertising and supplying ads to each publication
  - Working independently and organising time efficiently to complete tasks by given deadlines
  - This is a multi-tasking role operating in a fast-paced, team environment.

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### Duties

- The role will typically encompass the following key responsibilities:
- Create design concepts and subsequent marketing collateral (print and digital assets) for exhibition and brand/sub-brand marketing campaigns.
  - Design and develop exhibition environmental graphics, labels, didactic texts, way finding signage, illustrative and information graphic material, and other visual communications, including graphic design for retail and commercial operations within the museum.
  - Design and create exhibition publications (print and online).
  - Liaise with Heide staff (including Senior Management, Curatorial, Development, Marketing and Communications, and Learning & Public Programs) and external stakeholders (including artists, other institutions and partners) on design concepts and collateral.
  - Manage production for all assigned projects including: gaining quotations from supplier, completing electronic artwork and collecting files for output, determining quality and colour control standards are met, approving proofs, press checking (in some instances outside normal office hours) and ensuring delivery timeframes are met.
  - Document and archive all completed jobs.
  - Contribute to and maintain the integrity of the Heide style guide across the organisation; support and utilise guidelines for both corporate brand identity and customer brand identity.
  - Assist with other duties as required.

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- Participate in organisational initiatives and activities as required (including ensuring a safe and healthy environment for colleagues, visitors and stakeholders).

**Key selection criteria**

To achieve the purpose of the position, the following attributes are required:

- An approved degree or diploma in Graphic Design, coupled with a minimum of 3 years' experience in a studio environment preferably controlling design and production projects.
- Proven ability to conceptualise, design, plan and produce projects including promotional material, publications, corporate collateral and merchandise, with a proven track record in creating new customised design solutions consistent with the project brief.
- Experience in development of design solutions that embrace best practices within digital media. This will include content suitable for websites, social media, digital billboards as well as campaigns and corporate marketing collateral.
- Well-developed communication and interpersonal skills; multi-tasking and organisational skills and proven ability to schedule and prioritise workload to meet strict deadlines, working as part of a team and autonomously.
- Expertise in Adobe Creative Suite (Indesign, Illustrator, Photoshop, Acrobat), and a working knowledge of Office programs and template creation, working on an Apple Macintosh platform within a workplace otherwise operating on a PC platform.

**Other relevant information**

- The successful applicant will be subject to a three-month probationary period.
- Office hours are 9.00am to 5.00pm Monday to Friday with after-hours work when required.
- The successful applicant will be required to undergo security clearances performed by the Australian Federal Police, and are required to undergo Heide Environment, Workplace and OH&S inductions.
- It is the employee's responsibility to understand and adhere to Heide's Policies & Procedures as varied from time to time.
- Heide requires all employees to have an understanding of its Risk Management Framework.
- Heide Museum of Modern Art is an equal employment opportunity (EEO) employer and committed to fair and equitable treatment for all employees and potential employees, on the basis of their skills and abilities, whatever their differences in other respects. At Heide we value and respect the diversity of our workforce and we are committed to providing a supportive and healthy working environment that is free of unlawful discrimination, harassment and bullying.