

JOB DESCRIPTION & ACCOUNTABILITIES

NAME:	TBC	REPORTING TO:	GM Marketing AU/NZ
POSITION TITLE:	Creative Graphic Designer	DIRECT REPORTS:	N/A
DEPARTMENT:	AU/NZ Marketing	LOCATION:	Melbourne

POSITION PURPOSE:

The Creative Graphic Designer role is responsible for the delivery of design collateral, across all marketing activity, for the Intrepid Group brands (Intrepid, Peregrine, Geckos and ATA) in AU/NZ.

From designing artwork for a creative brand or/destination campaign, to producing tactical collateral, creating new EDM's templates and weekly email creative, to brainstorming creative ideas with the marketing team, to searching for the perfect image to visually bring a campaign idea to life, to creating a suite of LAM templates to delivering endless digital campaign assets, to designing for social channels... this role will be fast paced & varied and will cover both online & offline design requirements plus much more.

Accountable for ensuring all artwork adheres to the Intrepid Group Style Guides & visual identity guidelines for each brand, this role will become the key brand champion within the region.

With a strong passion for creatively this role will not be limited to creating design work only. Creative campaign ideas, thinking outside of the box and collaborating with the team on creative ideas for marketing activity will see this role become an influential and dynamic part of the Marketing team.

Like any role there will be a big amount of standard design work that must be delivered for our industry & direct channels of the business. Flyers, presentations, and tactical artwork will need to be created day in day out with speed and accuracy as a core priority.

Innovation is at the core of what we do as a business. Always thinking creatively is a key goal to delivering on each of the brands visual identity and continuously looking at creative ways to grow each brand. Exploring new ideas and thinking outside of the box with new & unique designs will be exciting part of the role.

A strong interest in digital design is a must! As a digital design expert, the expectations is that you will deliver flash banner work, online content page designs and other digital artwork.

Working very closely with the Intrepid Group Central Marketing Services Studio, it is vital that a strong & two-way working relationship is formed and harnessed, to deliver great results and an effective collaboration between the teams.

****Please note that this role is a 6 month freelance agreement/contract role with the potential to become permanent in 2018.***

QUALIFICATIONS AND EXPERIENCE

- 3+ years of professional graphic design experience
- Proven experience in delivering digital assets as part of integrated design delivery including HTML5 banners
- Strong graphic design skill-set using publishing software such as Photoshop, Illustrator, and InDesign
- Experience in design for direct marketing and sales.
- Proven track record in integrating effective offline and online design campaigns and collateral
- Experience working with Asana and Bydner
- Strong multitasking skills and the ability to manage multiple projects
- Travel design experience is desired but not essential
- Experience in managing a variety of brands and stakeholders

OTHER SKILLS AND ATTRIBUTES

- Passion for travel
- Desire to deliver creative lead design
- Knowledge of the Australian travel market and broad personal travel experience
- An understanding of and belief in the Intrepid Group core values
- A strong personal drive to achieve
- Excellent communication skills
- Strong organisational skills to deliver multiple projects to tight deadline
- Exceptional stakeholder management
- Ability to work independently and in a team
- Personal and/or professional travel experience in our destinations
- Friendly, flexible and a sense of humour

Operational Accountabilities of Role	Benchmark Measure
Creative development	<ul style="list-style-type: none"> • Responsible for the maintenance and creative delivery of the Intrepid Group brand strategy in the AU/NZ region • Ensure that the Intrepid Group brands are appropriately positioned internally, externally and in all design collateral • Deliver regional campaign creative including origination of campaign visuals, and completion of collateral including website assets, display media (including Flash/HTML5 banners), print, POS and industry flyers. • Create & deliver, on a regular basis, design assets require for weekly eDM's across all brands • Creative and execute designs as per the multi-brand marketing campaign calendar in multiple offline and online direct and industry marketing channels • Design website assets as requested, including website merchandising tiles, images, graphics etc.
Creative thinking	<ul style="list-style-type: none"> • Be a creative thinker!!! • Collaborate with the team and think creatively in team brainstorm • Push the boundaries of design lead thinking in all marketing activity
Brand champion	<ul style="list-style-type: none"> • Work closely with the Marketing & Comms Managers to develop and maintain the brand identities • Understand and adhere to the visual identity of the relevant brand (Intrepid, Peregrine, Geckos, ATA). Ensuring that all collateral complies with brand standards. • Champion the visual brand across all areas of AU/NZ region

Operational Accountabilities of Role	Benchmark Measure
Team collaboration	<ul style="list-style-type: none"> • Work had to deliver a high performing and functional relationship with the Marketing Services & Innovation team (MSI) • Work in collaboration with the broader AU/NZ marketing team with a united attitude towards excellence • Hero team work & creative innovation across the team in all marketing activity • Always review design across Brand, Digital, Industry, marketing channel to ensure creative and brand alignment • Proactively lead communication between all team members to build good working respectful relationship • Act as a role model for the company values