

## Position Description – Creative Director

<b>Position title</b>	Grapeshot Creative Director
<b>Department</b>	<b>Campus Engagement</b>
<b>Location</b>	<b>Grapeshot Office, Level 1 C10A</b>
<b>Position title of supervisor</b>	<b>Campus Engagement Development Officer</b>
<b>Positions titles that report to this position</b>	
<b>Hours</b>	
<b>Award coverage and grade (if applicable)</b>	
<b>Contract period</b>	<b>12 months</b>
<b>Date position description approved</b>	<b>15.10.2013</b>
<b>Approved by</b>	<b>Lauren Hargreaves</b>

### Position Purpose

Grapeshot is the Student Publication of Macquarie University, which publishes a monthly magazine with literary and campus news contents. It will be run by an all student editorial team consisting of six editors, three graphic designers, a photographer, a Marketing Manager and an Advertising Manager.

The Creative Director will be responsible for art direction and coordination of design for Grapeshot. This will involve appointing designers with specific roles and allocating workload fairly and evenly between the designers. The Creative Director will also be responsible for liaising with the printers and for fixing problems with designs (including bleeds, bad designs, sizing errors and other problems at proof). The Creative Director should also guide the designers in all enquiries related to design and be able to provide advice on the use of the Adobe Creative Suite. The designers should also have a passing knowledge of web design tools and ensure that the Grapeshot website is regularly updated after each issue. The Creative Director should be free to come in for final proofs and should be easily contactable.

The publication will be driven by a Code of Conduct and will focus on ensuring that they represent the wide range of student cultures on campus.

### Organisational Context of Position

Macquarie University recognizes the importance of creating an environment that fosters a healthy campus for both students and staff and in response to this has created U@MQ Limited (**Campus Life**) to research, create, deliver and collaborate a range of innovative services and programs to ensure a sustainable Campus environment for both students and staff

Campus Life exists to provide the essential non-academic services and facilities that help achieve a healthy and balanced approach to University life. Our service and facilities include the provision of food, retail, sport and recreation facilities and services, clubs, societies, child care and a wide

variety of events and entertainment. U@MQ Limited is a subsidiary company of Macquarie University.

**Our Vision:** Providing more than an academic experience.

**Our Mission:**

- To create a vibrant, fun and healthy University campus environment
- To develop partnerships that will add value to Macquarie University
- To focus all services and facility requirements on the customer's needs.

## **Nature & Scope of Position**

### **a) Key Accountabilities**

The position:

- Leading and working with the publication team in all elements relating to art and graphic design, working closely with the editors on design requirements.
- Teaching and guiding other graphic design staff in design processes and use of the Adobe Creative Suite especially Indesign and Photoshop.
- Appointing graphic design staff separate roles including working on the magazine and the website.
- Manage and ensure all design staff complete graphic design tasks according to style guides and by deadline.
- Ensure that all publication dates are met as outlined in the Publications Bookings and Deadlines Calendar including ensuring all final layouts are sent through to the printers by a stipulated deadline.
- Ensure all graphical content is submitted to the Student Editorial Review Board for approval prior to publication.
- Take full responsibility for the typesetting and all graphical input into all issues of the student publications.
- Create publications that graphically fairly and accurately represent a wide cross-section of student ideas, views, opinions and interests across the Macquarie University community, including NCELTR and SIBT students.
- Ensure the Grapeshot website is maintained and up to date after each issue.

### **b) Challenges/Problem Solving**

Challenges of the position include:

- Ensure all images, fonts, design elements and advertisements are in the correct formats and specifications.
- Work in close conjunction with other editorial team members and the appointed printers ensuring that print deadlines are met at all times.

### **c) Decision Making**

The position:

- Adhere to the Code of Conduct in all dealings with the student publication.

### **d) Communication**

All employees and contractors of Campus Life engage in teamwork as a means of meeting the requirements of their position. This requires regular communications with other staff.

**e) Occupational Health & Safety**

Campus Life is committed to the health and safety of everyone in the workplace and recognises that occupational health and safety is the responsibility of all managers and staff. All staff agree to abide by Campus Life's Occupational Health & Safety Policy as a condition of accepting employment.

**f) Equal Employment Opportunities**

Campus Life is an Equal Opportunities Employer.

**Selection Criteria**

**Knowledge, Skills and Experience**

Essential

- Strong experience in publication design and printing.
- Thorough knowledge of Adobe Creative Suite (especially Indesign and Photoshop) is a necessity.
- A strong understanding of the graphic and print processes necessary to send a final layout to print is required.
- Leadership and management skills.
- Strong creative and design skills.

Desirable

- Passable knowledge of web design tools especially experience with Dreamweaver and Word Press is preferred.
- Ability to teach and guide other graphic design staff in design processes.
- Ability and willingness to coordinate design duties with other design staff.
- Attention to detail.
- Strong organisational abilities with a commitment to working to stipulated deadlines.
- Ability to work under pressure.

## **CAMPUS LIFE VALUES**

### **Integrity & Honesty**

Act at all times in a moral and ethical way, consistent with the values of the organisation

Operate consistently and truthfully in achieving our objectives as an organisation

### **Sustainability**

Consider environmental and social factors in all actions and decisions alongside economic profitability, and ensure an organisational culture that equips us with the skills we need to face the challenges of tomorrow's world

Drive a culture of contributing to the environmental, social, and economic impact of Campus Life

### **Learning & Innovation**

Provide space, time, incentives and an open mind to experiment, create and expand each and every one's potential

Creating an environment that fosters creative thinking, collaboration and continuous improvement creatively, collaborating

### **Health & Balance**

Maintain a holistic view of self and the organisation to ensure sustainable working practices and a better quality of life for all

Creating a work environment that provides flexibility to enable a balance between work, family and life commitments

### **Selflessness**

Constantly reflect on how to contribute to the team in achieving Campus Life's vision, not what you personally can get out of the organisation

Acting in the best interest of the students and campus community

### **Openness & Accountability**

Communicate in a clear and transparent way, without filtering information, and take ownership and responsibility for all thoughts and actions.