



Position Title:	Graphic Designer	
Reports To:	Media Executive	
Roles Reporting To This:	Nil	
Start Date	N/A	
Primary Objective:	<ul style="list-style-type: none"> • Graphic design solutions for AFL Players' Association digital platforms, services, and programs, including production design work, marketing collateral, advertising, publications, corporate communications and corporate identity. • Ideation and prop development for commercial and community partnerships • Evolution of the AFLPA brand to build awareness, respect and trust within key stakeholders 	
Knowledge/Experience		
Technical Competencies		Personal Competencies
Mandatory <ul style="list-style-type: none"> ▪ Tertiary qualifications required in Design or related discipline ▪ Knowledge of Adobe software and file types, (InDesign, Photoshop, Illustrator, Acrobat) ▪ Advanced InDesign skills ▪ A creative flair with an eagerness to push the boundaries ▪ Strong organisational and project management skills ▪ Impeccable attention to detail ▪ Ability to work and deliver on tight deadlines in a fast-paced environment ▪ Ability to prioritise multiple projects simultaneously ▪ Ability and desire to work as part of a small, dynamic team Highly Desirable <ul style="list-style-type: none"> ▪ 3+ experience working in graphic design or similar discipline ▪ Experience working in sport ▪ Experience with photography 		<ul style="list-style-type: none"> ▪ High level of enthusiasm and motivation ▪ Customer-service focused ▪ Ability to handle constructive feedback and changes to brief ▪ Strong organisational skills, including time management, priority setting and ability to manage multiple projects ▪ High level of integrity ▪ Strong team player who is also able to work autonomously ▪ Strong presentation skills
Key Relationships/Interactions		
<ul style="list-style-type: none"> ▪ AFL Players' Association staff and executive ▪ AFL Players' Association partners and sponsors ▪ AFL Players' Association suppliers ▪ AFL Coaches Association and Zurich Insurance (Tackle Your Feelings program partners) 		
Key Challenges		
<p>The key challenges of this role are:</p> <ul style="list-style-type: none"> ▪ Ability to bring fresh creative solutions that are on brand ▪ Meet deadlines across all PA departments for key services and programs ▪ Innovation across digital platforms for AFL Players' Association partners and stakeholders ▪ Ideation of AFL Players' Association commercial assets and proposals, working closely with 		



commercial, digital and communications teams

- Motivate staff to buy into the brand vision to ensure consistency in implementation

Key Accountabilities	
Key Result Areas	Major Activities
Brand	<ul style="list-style-type: none"> ▪ Application of AFLPA brand ▪ Management of AFL Players' Association brand guidelines and style guides ▪ Ability to meet design brief details ▪ Analysis of brand trends and ability to implement new design styles and elements that align with PA brand and strategies
Digital	<ul style="list-style-type: none"> ▪ Design and production of digital requirements including multimedia (including animation), video editing, imagery and graphic production, website design, mobile applications and social media platforms
Partnerships	<ul style="list-style-type: none"> ▪ Ideation development and design of partnership requirements including new business proposals, campaign materials, advertising and marketing materials, and partnership reports ▪ Deliver all brand and design requirements for the Tackle Your Feelings program
Communications	<ul style="list-style-type: none"> ▪ Design and production of PA publications including annual report, players handbook, transition services guide, Indigenous map and others as required ▪ Design and development of EDMS
Collateral	<ul style="list-style-type: none"> ▪ Design and development of PA marketing collateral including invitations, brochures, program materials, event materials, licensing and memorabilia documents ▪ Create assets for commercial team to take to market that is consistent with the AFLPA brand
Administration	<ul style="list-style-type: none"> ▪ Management of PA image library ▪ Management of brand approvals ▪ Management of brand assets for staff, E.g. Microsoft Word and PowerPoint templates