



## POSITION DESCRIPTION

### DESIGNER (MID-WEIGHT)

#### About Wellmark

Wellmark is an independent, Melbourne-based creative agency specialising in healthcare communications strategy and execution. Our clients include Australian divisions of major international pharmaceutical companies, healthcare providers, and major Australian corporate entities. Our business focus is on the delivery of strategically focused, creative communications via a spectrum of executions that work together to build brands. For further information or to get a feel for the type of work we do, please visit [wellmark.com.au](http://wellmark.com.au).

#### The position

Under the direction of the Creative Director, you will contribute to the winning, development and delivery of creative projects. Your work will encompass all aspects of the design process including brief taking, concept development, design application, photo search, content layout, finished art, etc. all to a consistently high standard. You will work on a variety of communications and brand collateral including reports, brochures, direct mail, advertisements, websites, exhibitions, corporate identity etc. and you will provide support as required to Wellmark's team of designers, writers and account managers.

#### Key tasks and responsibilities

- Development of creative ideas for pitches and campaigns within team
- Presentation of creative ideas both internally and externally
- Designing artwork for print and digital media as briefed – mindful of budgets, and to a high standard
- Utilisation of pre-existing designs, styles and templates as required
- Providing hands on support to senior studio staff in all aspects of design, through to finished
- Ensuring final artwork meets project specifications for pre-press and publication
- Checking of proofs/press checks as required
- Liaising with external suppliers and production partners as required
- Keeping account managers informed to ensure clients expectations are managed effectively
- Working with the project team to deliver the best service to our clients.

### *EXPERIENCE*

- A minimum of five years relevant industry experience
- Understanding of the process of both print and digital publication, from concept through to production
- Some client service experience (highly regarded)

### *PROFESSIONAL COMPETENCIES*

- Clear evidence of superior creative, design and finished art ability including:
  - Ability to understand a specific brief
  - Ability to present ideas and creative in an acceptable manner
  - Accurate approach to file construction (including use of appropriate software)
  - Excellent attention to detail
  - Ability to work under pressure and meet production deadlines
  - An understanding of design and production as applied to marketing communications
  - Strong verbal communication and interpersonal skills as appropriate to a professional client service environment

### *BEHAVIOURAL/PERSONAL COMPETENCIES*

- Team player
- Initiative and confidence
- Energy and enthusiasm with a strong desire to learn and develop new skills

## **Our requirements**

### *MINIMUM QUALIFICATIONS*

- Tertiary level qualification in graphic/communication/or digital design, with a proven understanding of print, publishing and digital media.
- An advanced knowledge of design software including Adobe CC suite
- Although not a digital role, a knowledge of web development and multimedia software an advantage.

### *KEY PERFORMANCE INDICATORS*

- The standard to which you meet a brief, deadlines and budget
- Peer and client feedback on contribution to the team and to the business
- Effective and diligent management of a client's brand

## **Location and travel**

Melbourne-based office with occasional interstate travel

## **Our values**

The successful candidate will embody the Wellmark values. We are:

### **Accomplished, clever and informed**

We excel at distilling complex information into truly effective communications. We are both creative and technically minded, and we relish the challenges posed by strategic design and brand building. We are thought leaders committed to breaking new ground and to exceeding expectations.

### **Savvy**

We live by our professional approach, our sharp focus on our clients' needs and our deep understanding of commercial objectives and priorities. Our ability to execute creative solutions that genuinely support our clients' commercial and strategic imperatives is what sets us apart from our rivals.

### **Trusted**

In our dealings with each other, our clients and our suppliers, we act with honesty, integrity and respect. By building trust, we enable our clients to tread boldly and bravely. Our most exciting work happens when we bring people together and take them on the journey with us.

### **Inclusive**

We work in partnership with each other, our clients and our suppliers. We value the diversity of skills and perspectives in our team and yours. For us, the flow of our work is all-important, so we tolerate no boundaries. We enjoy the company of others, we respect everyone's contributions, we get on; we connect.

### **Spirited**

We enjoy what we do and it shows. We want our clients to not only value the excellent results they receive from us but to enjoy the experience of working with us. We are open, responsive and easy to work with.