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| http://inside/sites/corp/comm/branding/Logo%20Files/JPG%20Format%20(for%20MS%20Office%20--%20solid%20background)/CL_Logo_RGB_JPG.jpg |

## POSITION DESCRIPTION

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**Name:**

**Job title:** Marketing Designer – Higher Education

**Date:** April 2015

**Department:** Marketing Higher Education

**Reports to:** Head of Marketing, Higher Education

**Basic purpose:**

The Marketing Designer is responsible for the design of marketing and advertising material for promotion and direct mail campaigns, eMarketing, conferences, sales tools and presentations and to support all other promotions activity.

**Principal accountabilities:**

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| --- | --- | --- | --- | --- |
| **Key Outcome Area** | **% of**  **Total**  **Job** | **Objectives and Tasks** | **Core Competencies** | **Standards** |
| Creative concepts and design | 50% | * Provide creative concepts and designs for a wide variety of print and e- promotions * Perform complex graphic design and digital promotions in a Mac design environment using Adobe Creative Suite (including InDesign, Illustrator, Photoshop, Dreamweaver, and Acrobat Professional) and associated applications. * Lead understanding of Cengage Learning visual brand requirements for HE, VPG and Gale group, and advise on best interpretation of brand logos and imagery. * Any other duties as required. | * An understanding of graphic design and marketing design principles and techniques. * An ability to design and produce a range of high quality communication and promotional material including pre-press, print production and online environments * Excellent knowledge and the ability to use software such as Adobe Creative Suite in a Mac environment with high levels of creativity * Commercial and market understanding * Highly conceptual and innovation design skills, creates new and original ideas * Ability to prioritise urgent tasks, and keep all aspects of the job under control * Excellent communication skills, verbal and written * Analytical and problem-solving abilities with keen attention to detail and follow through * Sets objectives and goals | * + Customer-first focus   + Meeting deadlines   + Creative concepts and designs   + Contribute to key sales results   + Mac and PC skills in normal office and design   + Ability to use initiative to solve and prevent problems   + Brand positioning and recognition |
| Managing printing functions | 15% | * Management of all printing functions, ensuring all material is technically correct and ready for the best quality print and archiving. * Responsible for managing all print production. * Liaising with printers, promotional suppliers and other out-of-house suppliers, maintain design budgets and deadlines, and ensure printed materials arrive by the specified date. * Maintain a level of awareness of production technologies and advancements in areas such as pre-press, advertising, printing, internet and multimedia. * Act as the departmental leader for internal print functionality. * Advise on best practice for internal print fulfillment. | * Good understanding of the printing, production, design, online and publishing process * Ability to be flexible and manage multiple tasks * Ability to work towards and meet deadlines and organisational guidelines * Excellent communication skills, verbal and written * Strong organisational and project management skills and effective time management skills * Sets objectives and goals * Excellent planning and execution skills | * Meeting deadlines * Cost control * Following set guidelines * Minimal communication problems due to effective communication * Print production |
| Website and eMarketing | 20% | * Responsible for creating and distributing all eMarketing. * Design effective, innovative email marketing campaigns and deliver using Eloqua automation software. Assist with response rate analysis. * Oversee the divisional websites for the Higher Ed, VPG and Gale divisions, including design style and creation of design elements | * Demonstrated high-level experience in graphic design, publishing and printing processes, web technologies (including HTML/CSS, Javascript and Content Management Systems) * Strategic thinking and knowledge of the impact strategies and tactics may have in the marketplace | * + Effectiveness of eMarketing and divisional website   + Planning and strategic skills |
| Communication and teamwork | 5% | * When applicable, supervise the workload for in-house and freelance designers, and ensure that all designs meet the scope and deadlines set-out by the marketing team. * Continually review operations for process improvements, for better promotion creation processes and response rates, in consultation with the Marketing Manager. * Contribute to marketing forums and share information and knowledge with colleagues. * Communicate and liaise with colleagues in other functional areas regularly. | * Provide information so that others are able to make accurate decisions * Ability to work collaboratively with colleagues * Strong negotiation skills * Develop proactive working relationships * Establish and maintain effective relationships * Ability to follow policies and procedures * Easy to approach and talk to * Build rapport | * Minimal communication problems due to effective communication * Embraces CLA values and core competencies * Freelancers meeting deadline and quality of their work |
| Continuous Improvement | 10% | * Support Continual Improvement processes throughout the entire project including supporting Project Managers with the audit process when required. * Seek opportunities to enhance documentation, processes and supported systems to improve processes and procedures. * Keep abreast with the continual change in technology developments and share knowledge with manager and team. * Actively seek opportunities to extend and enhance personal knowledge and skills in order to better support customers and colleagues. | * Problem-solving abilities with keen attention to detail and follow through * A willingness to support and help others | * Continuous improvement and improved efficiency * Self initiated training and development of knowledge * Demonstrated initiative for issue resolution and new ideas to add value to users * Participation and contribution of processes improvement projects * A positive attitude to problem-solving |
| Workplace Health and Safety | 10% | * Be aware of duty of care and act in a safe manner. * Ensure all company WH&S policies and procedures are adhered to. * Be familiar with property security, first aid and fire emergency procedures. * Report any hazardous situations, incidents or accidents and take immediate action if applicable to reduce risk of injury. * Participate in WH&S Investigations when required. | * Ability to follow policies and procedures * Ability to use initiative and take responsibility * WH & S Aware * Analytical and problem-solving abilities | * Adherence to WH&S policies and procedures * Increased WH&S awareness * A positive attitude to WH&S * Reduction of number of WH&S incidents |

**Direct reports:** None

**Main contacts:**

Internal: Head of Marketing, Marketing Manager - University, product managers, Marketing Programs Executive, Marketing Assistant, Sales and Publishing teams

External: Printers and external suppliers

**Education / Qualifications / Experience:**

* Tertiary qualifications and experience in graphic design
* Experience in producing marketing material within a corporate environment
* Demonstrated knowledge of the printing and design/creative process.

**Cengage Core Competencies:**

* Speed: Proactively gets things done quickly, with a high quality of work. Overcomes barriers and continually finds ways to be more efficient.
* Focus: Identifies core business problems and opportunities; seeks and proposes solutions while avoiding distractions. Persists through achieving deliverables.
* Collaboration: Committed to helping others be successful; partners with key organisational stakeholders, individuals and teams outside own functional area to promote business alignment.