

Burnett Foundation Aotearoa

POSITION DESCRIPTION

Position	Kaiwhakatauirā Whakanikoniko (Graphic Designer)
Employment Basis	Permanent, Full Time (37.5 hours per week)
Location	National Office, 31-35 Hargreaves St, Ponsonby, Auckland
Reporting to	Kaiwhakahaere Kohi Pūtea, Pāpāho, Whakatairanga (Marketing, Communications and Fundraising Manager)
Team Purpose	The communications team is responsible for providing design, production, website, advertising, and social media support to Burnett Foundation Aotearoa services and programmes. It also leads on media engagement and organisational communications including annual reports, key documents and EDMs.
Direct Reports	N/A
Key Internal Relationships	<ul style="list-style-type: none"> • Marketing, Communications and Fundraising Manager • Marketing, Communications and Fundraising Teams • Services and Outreach Managers and team • Policy and Science Manager and team • Finance and Administration Manager and team • Chief Executive
Key External Relationships	<p>Key organisations and individuals relevant to the Burnett Foundation Aotearoa marketing programme. This includes:</p> <ul style="list-style-type: none"> • Current and potential organisation stakeholders • Communities affected by HIV, especially gay, bisexual and other men who have sex with men (GBM), Māori, and people living with HIV • Other organisations, individuals or groups working to improve HIV, sexual health or rainbow health • Printers and production partners • Suppliers – including design and website development providers
Role Purpose	<p>The Graphic Designer will:</p> <ul style="list-style-type: none"> • Provide design and marketing advice across the organisation and deliver the annual plan for the communications function • Design and build resources, advertisements, collateral, events, newsletters, and blogs, often working with multiple functions • Project manage and deliver on briefs in collaboration with the Communications Specialist and Media Liaison • Support with the ideation and creation of content for social media and other advertising

Who we are
<p>Burnett Foundation Aotearoa (formerly New Zealand AIDS Foundation) has been at the forefront of the community response to HIV in Aotearoa for more than 30 years, a history we're very proud of.</p> <p>With the same passion and commitment as those who came before us, we are working hard to prevent HIV transmission, reduce stigma and maximise the wellbeing of those most affected.</p> <p>Through our community engagement, behaviour-change marketing campaigns, and testing and therapeutic support services, we reach people across the country.</p> <p>As a registered charity, our work is made possible through funding from the Ministry of Health, passionate trust foundations and donations from like-minded individuals who share our vision. Together, we are working towards an Aotearoa with zero HIV transmissions where people living with or affected by HIV flourish.</p>

Key Areas of Responsibility and Ownership

Graphic Design
<ul style="list-style-type: none"> • Design assets (social media, posters, advertising, collateral, etc) to brief • Ensure brand guidelines are upheld and support in any mahi that utilises our brand • Innovate the brand to ensure it meets the needs of our mahi • Image retouching • Conceptual design and art direction • Information design, including infographics, documents and data visualisation • Illustration, video and animation creation, whether created internally or provide support when created externally • Provide design leadership and support to others that do design mahi
Marketing and Production
<ul style="list-style-type: none"> • Coordinate collateral and advertising that supports our mahi • Provide digital and social media support • Manage suppliers to quote and deliver production jobs • Work with external suppliers to deliver projects outside of this role's capabilities, including digital and design • Load ads and boosting on social media as required • Support on website/email content creation
Resources
<ul style="list-style-type: none"> • Lead the creation and production of new resources, and update existing resources, including website content, social media, paid media, event collateral and printed resources • Ensure all resources are up to date with the latest information and evidence • Support the distribution nationwide
Relationships
<ul style="list-style-type: none"> • Develop effective processes to support communications requests from other teams, and ensure strong working relationships with teams • Build and enhance relationships with individuals, organisations, suppliers and agencies that support the implementation of communications activities
Self-Development
<ul style="list-style-type: none"> • Through the Performance Review process, establish personal/professional development needs/goals that support success in the role of Communications Specialist and Media Liaison • Maintain familiarity with relevant evidence and best-practise in HIV prevention and health promotion
Health & safety and Wellbeing
<ul style="list-style-type: none"> • Proactively support the creation of a positive health and safety • Ensure a clear understanding and knowledge of health and safety policies and procedures • Ensure a clear understanding of the hazards and control measures associated with daily operations

- Contribute to a positive and inclusive work environment, one that respects each other and values diversity.

Any other reasonable task which is consistent with the overall purpose of the position.

Skills, Experience & Qualifications.

Essential	<ul style="list-style-type: none"> • Graphic design experience – specifically using Adobe Photoshop, InDesign and Illustrator • A brilliant creative mind that loves coming up with ideas • Experience in project management with multiple internal stakeholders • Understanding of social media planning and content curation • Excellent attention to detail and proofing skills • Basic video editing skills, or an eagerness to try/learn • Experience working with, understanding of, or commitment to, gay and bisexual and other men who have sex with men • Ability to work and communicate effectively with the diverse groups impacted by HIV in Aotearoa • A passion to make our communities feel seen in our communications • Ability to hold relationships with organisational stakeholders • Able to work effectively in both a team environment and autonomously • Ability to prioritise work effectively, manage changing and conflicting demands and expectations. • Professional approach to sexuality and sexual issues.
Preferred	<ul style="list-style-type: none"> • Knowledge of HIV, sexual health issues and specific health issues facing men who have sex with men in Aotearoa • Lived experience in one or more of priority populations (men who have sex with men, people living with HIV, Māori, people from high HIV prevalence countries) • An understanding of social media and digital marketing • Previous experience in HIV prevention work
Technical / Practical	<ul style="list-style-type: none"> • Ability to work flexible hours • Understanding and ability to manage personal/professional boundaries. • Excellent oral and written skills in English. • Excellent computer skills including Microsoft Office programmes.
Cultural Responsiveness	We encourage applications from prospective employees who already have some experience or knowledge of Tikanga Māori and Te Reo Māori. It is essential that all employees are committed to learning in these areas.
Qualifications	A tertiary qualification in at least one of: Design or Media. Equivalent work experience may be considered in lieu of a qualification.