
POSITION DESCRIPTION

Position	Kaiwhakataura 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 Whakatairanga Marketing Manager
Direct Reports	N/A
Indirect Reports	N/A
Team Purpose	This role sits within the Marketing team, which is responsible for the organisation's behaviour-change marketing programme. The programme uses campaigns, activations, and engaging content to change social norms and behaviours, contributing to the organisation's wider work in developing individual skills and building the strength of communities
Key External Relationships	Key organisations and individuals relevant to our marketing programme, including: <ul style="list-style-type: none"> • Rainbow and Takatāpui communities, especially gay, bisexual and other men who have sex with men (MSM), trans and non-binary people who have sex with MSM, and people living with HIV • Other organisations, individuals or groups working to improve rainbow and Takatāpui sexual health and the lives of people living with HIV • Service providers including printers, production partners, design and website development providers, and other suppliers.
Role Purpose	The Graphic Designer will: <ul style="list-style-type: none"> • Provide design, marketing and brand advice across the organisation and contribute to the delivery of Marketing's annual plans • Design and build resources, advertisements, collateral, events, newsletters, and blogs, often working with multiple functions • Deliver on briefs in collaboration with the Content Manager • Support with the ideation and creation of content for social media and other advertising

<p>Who we are</p> <p><i>Kia whakatōmuri te haere whakamua</i> <i>I walk backwards into the future with my eyes fixed on my past</i></p> <p>Burnett Foundation Aotearoa (formerly New Zealand AIDS Foundation) have been at the forefront of HIV prevention in Aotearoa for nearly 40 years.</p> <p>With the same passion as those who have come before us, we’re continuing to work hard to prevent HIV transmission, reduce stigma and maximise the wellbeing of those most affected. We are also growing into new areas of work to support rainbow and takatāpui to have great sexual health. Through our community engagement, behaviour-change marketing campaigns, testing and therapeutic support services, we seek to reach people across the regions and wider country.</p> <p>As a registered charity, our work is made possible through funding from Te Whatu Ora, 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

<p>Graphic Design</p> <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 <p>Provide design leadership and support to others that do design mahi</p>
<p>Marketing and Production</p> <ul style="list-style-type: none"> • Coordinate the production of content and advertising that supports our mahi • 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 • Support on website/email content creation
<p>Resources</p> <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
<p>Relationships</p> <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
<p>Self-Development</p> <ul style="list-style-type: none"> • Keep up to date with all aspects of behaviour change marketing and the profession of marketing and advertising. • Develops and maintains a network of technical/professional support external to Burnett Foundation Aotearoa • Through the formal Performance Review process, establish personal development needs/goals that are aligned with the overall organisational strategy

Cultural Responsiveness
<ul style="list-style-type: none"> • Ensure engagement strategies for men who have sex with men (MSM) include, and are responsive to, the needs of Takatāpui and other culturally diverse communities
Health & safety and Wellbeing
<ul style="list-style-type: none"> • Proactively support the creation of a positive health and safety culture at Burnett Foundation Aotearoa • 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 at Burnett Foundation Aotearoa • Contributes to a positive and inclusive work environment, one that respects each other and values diversity. • Proactively ensures the wellbeing of other team members through compassion and care.
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, digital marketing and behaviour change marketing • Previous experience in HIV prevention work
Technical / Practical	<ul style="list-style-type: none"> • Understanding and ability to manage personal/professional boundaries. • Excellent oral and written skills in English. • Excellent computer skills including Microsoft Office programmes.
Cultural Responsiveness	<ul style="list-style-type: none"> • Ability to work with Māori and people from a range of other cultures. • We welcome applications from prospective employees who already have some knowledge of Tikanga Māori and Te Reo Māori. It is essential that all employees demonstrate willingness 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.