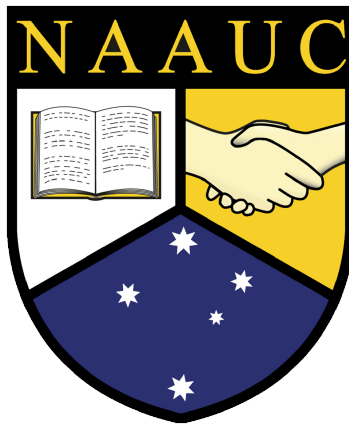


**NATIONAL ASSOCIATION OF AUSTRALIAN  
UNIVERSITY COLLEGES**



**Position Description: Creative Director**

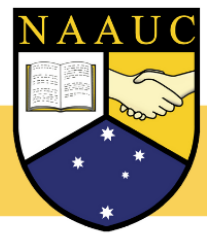
*Approved By The NAAUC Executive Committee: 6th of February 2023*



***The National Association of Australian University Colleges (NAAUC) is the peak representative body for university students living on campus in Australia. NAAUC has three primary functions; to connect students from residences across the country, to support and educate student leaders about community building and cultural issues, and to advocate for students and student issues. NAAUC is a registered charity, and operates in all Australian States and Territories.***

***The Creative Director is responsible for the creation of NAAUC's publications, media content, and merchandise. The Creative Director manages all of NAAUC's graphic design needs, and ensures NAAUC's publications are presented well and professionally. The Creative Director also supports NAAUC's social media and engagement efforts.***

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## **1 Classification**

- 1.1 The Creative Director is a part-time volunteer role.
- 1.1 The Creative Director serves from the time of their appointment until the changeover meeting in the following cycle.

## **2 Reporting**

- 2.1 The Creative Director reports to the President.
- 2.2 The Creative Director reports to the Executive Committee on a weekly basis.
- 2.3 As an Executive Committee member, the Creative Director must report to NAAUC's members at general meetings.

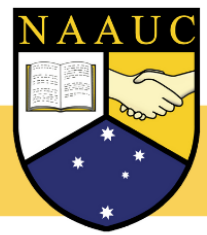
## **3 Objectives Of The Role**

- 3.1 The Creative Director is tasked with ensuring high quality design and publications in all areas of NAAUC's publications and output. The Creative Director ensures that the work of all work team members is presented in a professional and uniform way, and reflects the quality and professionalism of the organisation. The Creative Director takes on many projects throughout their term, including, social media graphics, academic kits, prospectuses, and merchandise design.

## **4 About the Role**

### **4.1 Essential Functions**

- 4.1.1 Ensure NAAUC has a consistent and professional image.
- 4.1.2 Create and maintain a NAAUC style guide including listing the use of colours and fonts,
- 4.1.3 Raise the profile of NAAUC in both residential communities and in the general public,



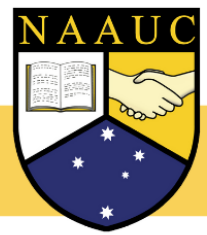
- 4.1.4 Collate and edit photographs for social media and publication use,
- 4.1.5 Create photo and video content for general NAAUC use including introductions, promotions and other related material,
- 4.1.6 Design graphics for social media posts including Facebook, Instagram, Twitter, Snapchat, and LinkedIn,
- 4.1.7 Design the Pre-Conference kit, Conference kit, Post-Conference kit,
- 4.1.8 Design other documents and publications as required including newsletters, State Summit Kits and NOTR resources,
- 4.1.9 Design and update NAAUC's suite of prospectuses,
- 4.1.10 Design of Google Slides template for the NOTR program and National Conference,
- 4.1.11 Regularly update the website design ensuring it is of consistently high quality.

## **4.2 Other Duties**

- 4.2.1 Monitor responses and replies to social media posts and respond to social media queries,
- 4.2.2 Monitor media analytics and make any necessary changes to ensure that NAAUC reaches its targeted audiences,
- 4.2.3 Maintain a media database with the Media Subcommittee including the use of photos and videos.

## **4.3 General duties**

- 4.3.1 Complete all tasks as requested by the Executive Committee.
- 4.3.2 Create materials for, and present a National Conference academic seminar.



## 4.4 Work Conditions

- 4.4.1 As NAAUC operates across all states and territories, the Creative Director will be required to work remotely, and from home, with the NAAUC Team and with key stakeholders.
- 4.4.2 The Creative Director is expected to perform ten hours of duties per week on average.
- 4.4.3 The Creative Director must be available for contact as much is reasonably possible.
- 4.4.4 The Creative Director is expected to attend weekly Executive Committee meetings and monthly team meetings.
- 4.4.5 The Creative Director is required to attend NAAUC in person meetings on a quarterly basis, and all of NAAUC's major events, including relevant State Summits and NAAUC's National Conference.

## 5 Required Competencies

### 5.1 Knowledge

- 5.1.1 The Creative Director **must** have an understanding of;
  - 5.1.1.1 Graphic design and publication.
- 5.1.2 Ideally the Creative Director will also have knowledge of;
  - 5.1.2.1 Marketing and communications,



## 5.2 Skills & Abilities

- 5.2.1 The Creative Director **must** have the ability to;
  - 5.2.1.1 Produce high quality promotional and marketing materials,
  - 5.2.1.2 Conceptualise and create media content,
  - 5.2.1.3 Maintain a consistent brand identity throughout NAAUC's social media pages.
  
- 5.2.2 Ideally, the Creative Director will have some ability in relation to;
  - 5.2.2.1 Marketing strategy and business development,
  - 5.2.2.2 Sales and partnerships development.

## 5.3 Attributes

- 5.3.1 The Creative Director must display a high degree of professionalism when engaging with stakeholders.

## 6 Requirements

### 6.1 Credentials & Qualifications

- 6.1.1 Ideally, the Creative Director will have, or be in a position to rapidly obtain;
  - 6.1.1.1 First Aid

### 6.2 Education & Experience

- 6.2.1 The Creative Director must be currently enrolled at, be on a leave of absence from, or have graduated from a recognised tertiary institution in Australia.
- 6.2.2 The Creative Director must have lived on campus at a University College or residence.
- 6.2.3 Ideally, the Creative Director will have experience;



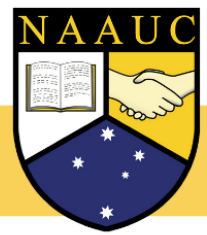
- 6.2.3.1 Leading a student team at a University College, particularly an independently elected student body.
- 6.2.3.2 On the NAAUC team in some capacity.

## **7 Key Selection Criteria**

- 7.1 High level communication skills and interpersonal management skills.
- 7.2 Demonstrated understanding of NAAUC's purpose, strategic direction, and value in University Colleges.
- 7.3 Demonstrated ability in graphic design, with the capacity to create a wide range publications.
- 7.4 Ability to develop a consistent professional brand for the Association, across multiple platforms and mediums.
- 7.5 Demonstrated interest in developing and delivering a marketing strategy in conjunction with the media team.
- 7.6 Demonstrated ability to produce and utilise a suite of photographic content.
- 7.7 Capacity to manage a subcommittee dedicated to NAAUC's media presence and publications.

## **8 The Ideal Candidate**

- 8.1 The Ideal Candidate for Creative Director is an individual who has lived on campus at university for an above average period of time, and was elected to a position on the student leadership team at their residence. The ideal candidate will be studying and/or working part time, and be in a position to devote a significant amount of time to the organisation. The ideal candidate will have a keen interest in student issues and the betterment of College communities. The Creative Director will also have skills related to publication and graphic design, website creation and design, and social media and marketing strategy. The ideal candidate

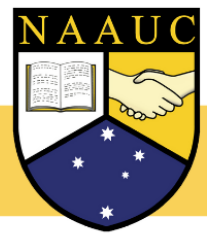


will be a hardworking and dedicated individual who is able to plan and manage their time effectively.

## **9 Additional Requirements**

- 9.1 In order to be appointed Creative Director, an individual must undergo an application and interview process, and be selected by the Executive Committee. Individuals should follow NAAUC's application and appointment process listed on its website.





## 10 Approval and Review

Approval and Review	Details
<i>Approval Authority</i>	The NAAUC Executive Committee.
<i>Administrator</i>	President, NAAUC. Secretary, NAAUC.
<i>Next Review Date</i>	10/12/2023

Approval and Amendment History	Details
<i>Original Approval Authority and Date</i>	Approved by NAAUC Executive Committee on the 13/09/2022
<i>Amendment Authority and Date</i>	NAAUC Executive Committee No Amendments to date.
<i>Notes</i>	None