Position Description

Graphic Designer/ Content Creator

OVERALL PURPOSE OF THE POSITION

Working as part of a small and busy Communications team for a large independent school, the Graphic Designer & Content Creator is responsible for creating engaging visual, digital and multimedia content that brings the School's stories to life across a wide range of communication channels.

This role is ideally suited to an early-career designer who is looking to develop their skills and experience in a supportive environment. Reporting to the Creative Director, the successful candidate will work across graphic design, photography, video production and content creation to tell compelling and engaging stories.

The role will support the School's communications and marketing objectives through high-quality creative production that reflects Barker's brand, values and strategic priorities.

PRIMARY DUTIES & RESPONSIBILITIES

Graphic Design

- Design high-quality digital and print assets in accordance with Barker's brand guidelines.
- Create promotional material including posters, invitations, brochures, signage, presentations, publications and event collateral.
- Design digital assets for websites, social media, email communications and screens.
- Assist with the design and production of major School publications.

Content Creation

- Capture and create visual content that showcases the life of the School.
- Support the production of social media content, including graphics, reels, short-form video and photography.
- Edit photographs and video content for use across multiple platforms.
- Assist in developing content that tells meaningful stories about students, staff, programs and community initiatives.

Photography & Videography

- Attend selected School events to capture photography and video content.
- Manage and maintain digital image and video libraries.
- Ensure content complies with publishing permissions and School policies.

Collaboration & Planning

- Work collaboratively with members of the Communications team and stakeholders across the School.
- Participate in project briefings and creative planning sessions.
- Support internal clients by providing creative advice and solutions.
- Contribute positively to a culture of service, innovation and continuous improvement.

Professional Growth

- Actively pursue opportunities to develop skills in design, photography, videography, digital marketing and emerging technologies.

- Participate in professional learning activities and mentoring provided by the Creative Director.
- Maintain awareness of industry trends, design tools and AI-enabled creative technologies.

ESSENTIAL SKILLS AND KNOWLEDGE

- Qualification in Graphic Design, Visual Communication, Multimedia, Digital Media or a related field, or currently completing relevant studies.
- Proficiency in Adobe Creative Cloud, particularly InDesign, Photoshop and Illustrator.
- Basic photography and videography skills.
- Strong organisational skills and the ability to manage multiple projects.
- Excellent written and verbal communication skills.
- Commitment to delivering high-quality work and meeting deadlines.
- Adhere to design guidelines and messaging to ensure consistent message across print & digital media.
- Ability to work with a range of internal School clients (including Senior Executive and teaching staff), and assist with regard to design style, format, print production and deadlines.
- Liaise with the School's in-house printer to ensure deadlines are met and material is printed to the highest quality.
- Undertake relevant research and provide creative input
- Able to work collaboratively with a small highly engaged and motivated communications team
- Ability to work under pressure, establish priorities and set and achieve goals

DESIRABLE SKILLS AND KNOWLEDGE

- Experience creating content for social media platforms.
- Experience with Premiere Pro, After Effects or similar video editing software.
- Experience using website content management systems.
- Knowledge of AI-assisted creative tools and workflows.

ESSENTIAL PERSONAL ATTRIBUTES

- Innovative/creative personal style
- Self-assessing to ensure consistency in achieving high performance of projects and strategic plans
- Exceptional personal standards of honesty, integrity and professionalism
- Highly refined communication skills, both written and oral
- Excellent presentation skills
- Ability to support the Christian values and ethos of the School

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ACCOUNTABILITY

Child Safety

Barker College has an abiding commitment to the safety, protection and well-being of all children and young people in our care. All staff members will be held accountable for ensuring adherence to the policies of the School, in particular those relating to the safeguarding of children.

General
Breaches to a staff member's responsibilities and/or authority will be managed through the School's Disciplinary Management Procedures. This defined accountability is underpinned by Barker College's Code of Conduct and the Complaints Procedures.

Work Health and Safety
All staff members will be held accountable for their actions and omissions where it affects their own or another person's workplace safety.

ORGANISATION CHART RELATIVE TO POSITION

The Manager's Manager: **Director of Communications**

The Immediate Manager: **Creative Director**

This position: **Graphic Designer/Content Creator**

APPROVAL

This position description accurately details the primary duties and responsibilities of the **Graphic Designer/Content Creator**

Approved by the Director of Communications on 11 September 2026.

ACCEPTANCE OF POSITION DESCRIPTION

Position description accepted by:

Name of Staff Member: _____

Signature of Staff Member: _____

Date: _____