

POSITION DESCRIPTION

Position title: Designer
Basis of employment: 0.6 FTE (Part Time)
Location: PICA, 51 James Street, Northbridge, WA
Initial term: 1 year contract with the opportunity to renew
Probation period: 4 months
Salary: \$65-68,000 pro rata pa plus superannuation

Reports to: Communications Manager
Direct reports: None

Key relationships:

Internal: Communications Manager, Communications Coordinator, General Manager, Director, Curator, Senior Producer, Public Programs Manager, Philanthropy Manager, Producer: Performance and Audience Development, Creative Learning Manager
External: External partners, Artists, Suppliers

ABOUT PICA

Perth Institute of Contemporary Arts (PICA) is one of Australia's leading centres for the development and presentation of contemporary art.

Housed in a large and striking heritage building in the heart of Perth, Western Australia, PICA is the city's focal point for those wishing to experience the best of Australian and international visual, performing and cross-disciplinary art.

PICA is both a producing and presenting institution that runs a year-round program of changing exhibitions, seasons in contemporary dance, theatre and music, live art events and a range of interdisciplinary projects.

PICA's key aim is to promote, support and present contemporary arts and to stimulate critical discussion around the arts and broad cultural issues. Providing a site for experimentation, critical analysis, discussion and debate is fundamental to its charter. PICA is known for the rigour and breadth of its artistic and engagement programs, high production standards and impeccable presentation.

For artists, audiences and other communities it serves, PICA is a source of inspiration, a resource, a meeting and gathering place, a provocateur and most importantly a partner in the realisation of big and new ideas.

ROLE STATEMENT

The Designer is responsible for all the design services for PICA, including the design and creation of printed and digital marketing collateral, exhibition catalogues, brochures, other printed materials, advertisements, internal and external signage and other related tasks as required.

The Designer is responsible for managing the 'house style' of the organisation, contributing to cohesive branding across all its publications and public image, while understanding industry norms and trends to produce the most effective and persuasive work possible.

To be successful in this position, you'll be a self-starter, capable of delivering brilliant creative ideas with amazing attention to detail.

KEY RESPONSIBILITIES

CAMPAIGN

- Liaise with PICA's team for the design, preparation and installation of associated design outcomes for PICA's programs including signage, online content and advertising
- Translate PICA's branding strategies into design strategies
- Articulating and pitching design concepts to PICA's Director, program leads and artists
- Collaborate with artists, program leads, Communications' team members and web developers to create media for PICA's programs
- Design visual concepts using graphic design tools including Creative Suite
- Selecting colours, fonts, photographs, layouts and other design elements to communicate creative concepts
- Prepare and design printed materials, including invitations, brochures, catalogues, roomsheets and programs for the organisation's exhibition, performance, education, event, sponsorship and philanthropy programs
- Create digital content including gifs and tiles for social media and edit video content as required
- Prepare display wall text for exhibitions and creative learning activities and liaise with the supplier for installation

ORGANISATIONAL

- Contribute to the design ethos of PICA by initiating and conforming to a consistent 'house style', following an easily identifiable image for PICA.
- Contribute design approaches to PICA's ongoing communications strategy
- Assist with the preparation of project reports and the organisation's annual report, as well as collateral for sponsorship and funding applications

GENERAL

- Professional and timely liaison with artists, printers and any external stakeholders to manage publication deadlines.
- Maintain and contribute to the Communications team systems and schedules
- Undertake any other duties, which might reasonably be deemed to be within the scope of the role and having regard for the skills and qualifications relating to the role.
- Represent PICA at relevant meetings and events as required.

SELECTION CRITERIA

ESSENTIAL:

1. Minimum 3-years' experience as a Graphic Designer
2. Expert knowledge of Adobe Creative Suite including In Design, Photoshop, Premiere Pro and Illustrator
3. Demonstrated experience working in the arts' sector
4. Demonstrated experience in developing campaigns and branding for clients
5. Experience working with multiple stakeholders and adapting to different needs
6. Experience in working within a small team
7. Excellent interpersonal and communications skills
8. Strong time management skills with the ability to effectively deliver multiple projects at once
9. Possess a no-blame, can-do attitude
10. Capacity to thrive in a fast-paced work environment with a proactive, problem-solving approach to challenging tasks.
11. National Police Clearance Certificate (obtainable on offer of employment)

DESIRABLE:

1. An understanding of the Australian contemporary visual and performing arts' landscape
2. Demonstrated skills in video editing and animation
3. Tertiary qualifications in graphic design or similar field
4. First Aid Certificate
5. Current driver's licence

TO APPLY

PICA is committed to creating a workplace that is culturally aware and is as diverse as the audiences we present to. We encourage submissions for this role from Aboriginal, Torres Strait Islander and Culturally and Linguistically Diverse applicants. We also encourage submissions from people who identify as living with disability. If at any stage of the application or recruitment process you require any accommodation, please contact us.

Your application should be submitted by email and include two pdf attachments:

- A written response to the above selection criteria (no more than two pages)
- A CV with two current references (no more than two pages)
- A portfolio of recent work (no more than 4 pages)

For enquiries about this role or your application, please contact PICA's General Manager, Georgia Malone at business@pica.org.au or 9228 6300.

PICA
Perth Institute of
Contemporary Arts

info@pica.org.au
08 9228 6320
51 James St, Perth
→ pica.org.au

Applications are due by **5pm on Monday 16 May** to Georgia Malone, General Manager at
jobs@pica.org.au