

Creative Studio Team Leader

Marketing and Communication

Chancellery Division



the university
for the real world

About QUT

QUT is a major Australian university with a global outlook and a 'real world' focus. We are one of the nation's fastest growing research universities and our courses are in high demand.

We are an ambitious and collaborative institution that seeks to equip our students and graduates with the skills they will need in an increasingly disrupted and challenged world. We are transforming the student experience we offer our 50,000 students and we place a premium on the international and national accreditation of our various professional degrees.

Our internationally award-winning Science and Engineering Centre is home to The Cube, acknowledged as one of the world's largest digital interactive learning and display spaces. QUT established the world's first Creative Industries Faculty, and we invest heavily in collaborative learning and interdisciplinary research environments, including the \$95M Education Precinct.

Further information about QUT can be obtained from the website at www.qut.edu.au.

Our Vision

QUT's [Blueprint 6](#) is our institutional strategic plan. The Blueprint formalises QUT's ambitions and declares our strong sense of purpose which is to provide transformative education and research relevant to our communities. It provides a framework and strategies to enable QUT to realise our vision to be the university for the real world and identifies the following priorities:

- support aspiration and inclusion
- encourage creativity and entrepreneurship
- embrace digital transformation and technology
- embed principles of health and wellbeing
- support Indigenous Australian engagement, success and empowerment
- enable professional engagement and ethical leadership and,
- focus on the environment and sustainability

Aligned to and supporting our vision are the QUT Values. These Values highlight what makes QUT distinct and successful. Providing a compass for our decisions, actions and behaviours and strengthening our community.

QUT Values

- Ambition
- Curiosity
- Innovation
- Integrity
- Inclusiveness

About the Department

The Marketing and Communication Department is responsible for:

- Building and protecting QUT's brand and reputation
- Engaging and recruiting future students
- Ensuring communications from QUT are effective and of high professional standard.

As well as professional services provided to the university community, the Department is responsible for a variety of corporate communication functions and oversees relevant policies, protocols and governance arrangements.

About the Position

The Creative Studio Team Leader is responsible for the supervision of a team of graphic designers, videographer and photographer who translate client creative requests and ideas into deliverables for print, digital, video and presentation.

The role is responsible for supporting the successful execution of creative activities on a diverse variety of projects, providing quality control and consistency of brand, art direction and creative problem solving. The role is also responsible for the day-to-day coordination of QUT's Brand Centre platform ensuring the tool remains active, useful and engaged by Creative Studio team members and internal clients and users.

The role requires leadership and maintained knowledge of QUT's corporate identity, branding and marketing strategies as they relate to the design and production of communication materials across a range of distribution channels.

This position reports to the Manager, Brand and Creative Studio for supervision, workload management and for Performance Planning and Review (PPR).

Key responsibilities include:

- Lead a creative team, providing art direction and high-level advice on creative briefs and projects to deliver design, photography and videography services.
- Support the marketing and communication strategy of the university in recruiting students, promoting research and developing its positive reputation.
- Coordinate the day-to-day running of QUT Brand Centre and develop and implement projects and initiatives to improve processes and usability.
- Manage the team's workload and assigning of jobs, including monitoring and forecasting of capacity against priorities (traffic management).
- Working closely with the Manager, Brand and Creative Studio and Creative Communication Partners, contribute to client briefs, including interpreting business needs and estimating scopes, and project timelines.
- Ensure correct implementation of QUT's corporate identity, brand guidelines and standards across the university and advise clients on best practice.
- Manage client relationships across a range of organisational environments including executive, corporate, academic, marketing and administrative areas as required.
- Liaise with and provide brand guidance to external designers, technicians and
- Compliance with health and safety policies, procedures, hazard reporting and safe work practices.

To ensure job flexibility the successful appointee may be required to:

- perform any other duties as nominated by the University consistent with the relevant classification descriptors detailed in the Enterprise Agreement. Staff undertaking any new duties will receive training;
- participate in job rotation or multitasking in consultation with their supervisor;
- work across campuses

Type of appointment

This appointment will be offered on an ongoing, full-time basis for

Location

Kelvin Grove campus.

Selection Criteria

1. Education, training and/or relevant experience equivalent to the completion of a postgraduate qualification in design or a related discipline, or progress towards a postgraduate qualification with extensive relevant experience in branding and creative projects.
2. Demonstrated experience in the leadership and management of a creative team, including responsibility for effective service delivery and workload management.
3. Demonstrated skills and experience (minimum 6 years) in the application and/or management of a brand (or brands) and guidelines, ensuring consistency and accuracy of its application.
4. Demonstrated high level collaboration, communication and interpersonal skills, including the ability to clearly communicate, consult, coach, negotiate, present, pitch and liaise with clients at all levels.
5. High-level understanding of design principles across print and digital marketing communication collateral, including an understanding of the different specifications and processes for print and digital design production.
6. Demonstrated high level organisational and time management skills, with the ability to manage and monitor concurrent projects, within deadlines and budget estimates
7. Proficiency in Adobe Creative Suite and other professional channel specific software applications.

Remuneration and Benefits

The classification for this position is Higher Education Worker Level choose level (HEW8) which has an annual remuneration range of \$114,686 to \$129,990 pa. Which is inclusive of an annual salary range of \$97,738 to \$110,781 pa and 17% superannuation.

In July 2020 QUT staff voted in favour of a variation to its Enterprise Agreements. The variations were approved by the Fair Work Commission in August 2020.

The variation impacts leave loading (for new staff no loading will be paid or accrued during the period the variation is in effect), salary increases (the salary increase which was due to occur in the first full pay period of December 2020 has been deferred until the first full pay period of December 2021) and superannuation

(superannuation will be paid to staff as though the salary increase which would have been paid in December 2020 has taken effect and, subject to the rules of the superannuation fund, a defined benefit member will continue to make contributions in alignment with the contributions made by the University). A link to the variation is [here](#).

Beyond personal and professional fulfilment, a career at QUT brings a broad range of tangible benefits. With competitive remuneration including superannuation, the University offers real and generous benefits.

QUT is a high quality and flexible organisation that is proud of its excellent employment conditions which include but are not limited to:

- Reduced working year scheme
- Parental leave provisions
- Study support encompassing leave and financial assistance
- Comprehensive professional development
- Salary Packaging

Further benefits can be found at the [Working at QUT](#) page.

Information for applicants

The position is open to ongoing staff whose substantive position is redundant or a staff member whose substantive position is in a job family to be reduced in size or any ongoing, fixed-term, casual or sessional staff member including those employed on or after 23 April 2020.

Indigenous Australians who have not been employed by QUT previously are also eligible and are encouraged to apply.

If there are applications from phase 1 eligible staff, these will be assessed by the selection panel. In the event that there are no suitable candidates from phase 1, applications from phase 2 candidates will be provided to the Selection Panel.

For further information about the position, please contact Natalie Ryan, Associate Director, on (07) 3138 3026; or for further information about working at QUT contact Human Resources on (07) 3138 4104.



QUT is proud to be an inaugural Athena SWAN charter member. We have extensive and established support programs for women in STEMM. For more information on the Athena SWAN charter, contact Tracy Straughan on (07) 3138 1584.

Candidates who are interested in the position are encouraged to apply even though they may feel they are not strong on individual selection criteria.

In assessing merit, the panel will take into consideration “performance or achievement relative to opportunity”.

We recognise that many staff today have a range of personal circumstances, and career histories that challenge traditional ideas of a staff member. This may mean, for example, prioritising the quality of achievement rather than the quantity, as considerations of part-time employment, career interruptions and significant periods of leave are taken into account when assessing performance or achievement.

How to Apply

For further information and to apply, please visit www.qut.edu.au/jobs for reference number **20724**.

When applying for this position, a Curriculum Vitae and up to a two-page covering letter outlining your suitability for the role against the selection criteria will be required.

Applications close 16 December 2020