



Doveton Show

Graphic Design - Position Description

Role type	Volunteer
Reports to	Chair
Role Term	April 2024 – April 2025 (In line with the committee charter, all positions require annual re-election)
Communication Lines	Office Bearing Committee Members Attendance at committee meetings Administration Support Officer

Overview of Doveton Show

Doveton Show is a community event organised and run by the Doveton Show Committee as an affordable alternative for the Royal Melbourne Show. Held annually at Myuna Farm, the Doveton Show aims to showcase and support the local community of Doveton and other community groups located in the City of Casey.

The committee is comprised of volunteer members who are elected into positions at the annual AGM. The Doveton Show is an incorporated committee, with elected volunteer members. The committee structure is shown in figure 1 below.

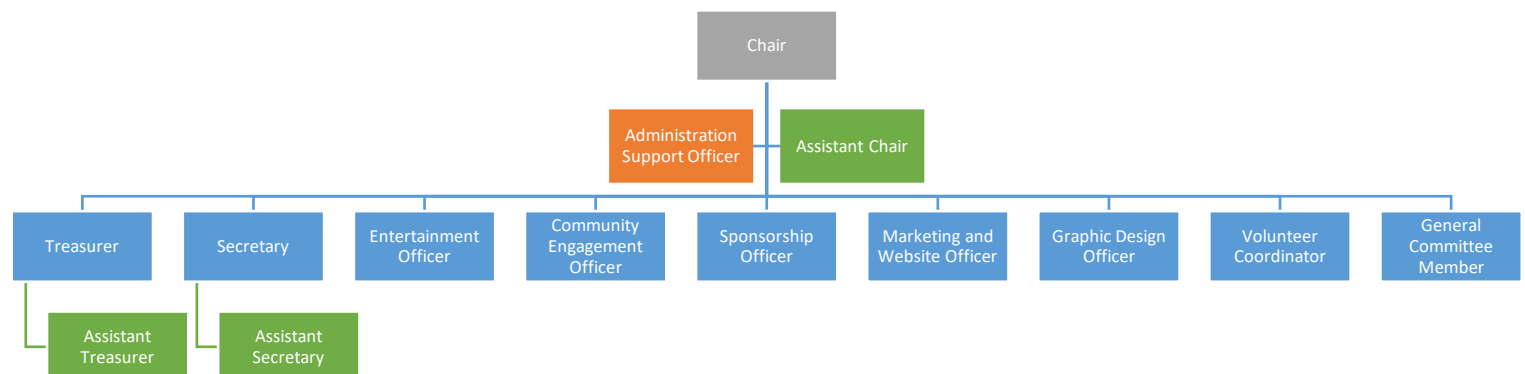


Figure 1. Doveton Show Committee Structure

The graphic designer role is a pivotal role that supports the committee in delivering an efficient, cost-effective, and memorable show day, aligning to shows mission.

Role Objectives

The graphic design role is critical in the development and updates of a design and branding package that is used across the Doveton Show marketing and communication suite. The role is critical to ensure consistency of brand, logo and design standards

through the show's digital, communications and signage platforms. The responsibilities of the graphic design role are:

- Identify, update and design signage for show day.
- Ensure adequate marketing and promotional material is developed, purchased and available before show day
- Coordinate placement, installation, removal and storage of signage as required by the project plan
- Development of:
 - Show maps
 - Stallholder information packs
 - Permits
 - Flyers
 - Banners
 - Social media graphics
 - Posters
 - Brochures
 - Event Programs
 - Tickets
 - Badges
 - Signage
 - and any other promotional materials as required
- Coordinate with the communications and marketing role to provide assistance where required

Responsibilities

- Work in close collaboration with the Doveton Show Committee on event design requirements
- Contribute to the development of promotional strategies, marketing campaigns, social media content.
- Ensure a consistent branding style guide is applied to all Doveton show material.
- Support efforts through design requirements to create consistent design guidelines for marketing
- Attend committee meetings and contribute to discussions that support planning activity.
- Develop a complete understanding of the graphic design requirements for the event
- Activities to be conducted following the project plan timeline
- Assist in the development of and guide the design of content for event materials

- Support bump in and bump out including last-minute design and printing requests

Required Skills and Qualifications

- Excellent organizational, communication, time-management, negotiating, and multitasking skills
- Ability to remain calm under pressure and maintain a customer-service mindset
- Experience working with colleagues in graphic design, sales, marketing, and communications

Preferred Skills and Qualifications

- Experience in graphic design, including the development of strategic documents that guide branding and execution in a design package for committee use.
- Proven track record of creative, successful brand guide development and delivery
- Experience in managing workflow, high volume work requests and tight time frames
- Advanced knowledge of Outlook, Teams, and Excel