Multimedia Designer
Job Description

POSITION DETAILS	
POSITION TITLE:	Multimedia Designer
DIRECT REPORT:	Head of Academy
INDIRECT REPORTS:	Academy Programme Development Manager
GEOGRAPHICAL LOCATION:	Brisbane, Australia
KEY PURPOSE:	To design and produce Academy multimedia products, training resources and marketing materials.

RESPONSIBILITIES	
1.	Academy marketing resource design
2.	Academy classroom training resource design
3.	Multimedia for mobile and online learning engagement
4.	Harcourts online media library
5.	Be an active contributor to the Academy team and wider Harcourts family

KEY TASKS		
1.		Academy marketing resource design
	1.	Design marketing flyers, email banners and ecards
	2.	In collaboration with Programme Development Manager create new product launch videos
	3.	Design programme launch ecards and infographics for social media posts
	4.	In collaboration with Online Learning manager design website graphics and online brand personality
	5.	Edit and produce Academy testimonial videos
2.		Academy classroom training resource design
	a.	Design PowerPoint presentations templates and produce slides for all programmes
	b.	Design workbook and textbook covers
	c.	Design classroom training posters including infographic wall charts
	d.	Design training activity resources
3.		Multimedia for mobile and online learning engagement
	a.	Film, edit and package online video interviews
	b.	Produce training how-to videos
	c.	Film edit and produce training AV presentations including in the field case studies
	d.	Record, edit and produce bite size training audio recordings for Academy 'Sound Advice' & podcasts
	e.	Produce animated presentations with audio for online learning programmes
	f.	Improve existing RTO online learning delivery and assessment to be more engaging

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KEY TASKS		
4.		Harcourts online media library
	a.	Cull old brand videos and identify video library content gaps
	b.	Plan and produce professional video training and interviews as per content gaps and current needs
	c.	Arrange to interview and film our visiting international speakers and other guests at conference
	a.	Cut, edit and re-encode existing video and audio content
5.		Be an active contributor to the Academy team and wider Harcourts family
	a.	Work in conjunction with the Academy Programme Development manager, Online Learning Manager and Head of Academy to achieve projects within the Academy business plan
	b.	Build relationships with the Harcourts marketing team and remain compliant with the Harcourts brand
	c.	Actively participate in daily, weekly, monthly and quarterly team meetings
	d.	Attend the annual 3-day Academy Forum, strategic planning days and quarterly business plan reviews
	e.	Attend the 3-day Harcourts Conference and associated Academy meeting each year

KNOWLEDGE AND SKILL REQUIREMENTS	
1.	Multimedia design and development using Adobe Creative Cloud and Microsoft Office software
2.	Operate standard video camera equipment and studio lighting effectively
3.	Record, edit and export video
4.	Animate presentations
5.	Combine AV special effects with still photography and film

NON-ESSENTIAL KNOWLEDGE AND SKILLS	
1.	Able to plan, script, and storyboard audio visual projects
2.	Provide audio voice overs
3.	Experience with online learning development

REQUIRED PERSONAL ATTRIBUTES	
1.	A consultative and proactive communicator. Warm, approachable, friendly and outgoing
2.	Demonstrates initiative and creativity. Responsible and accountable with good work ethic and integrity
3.	Even tempered, organised and efficient with proven ability to meet objectives and deliver on time
5.	Accurate with an attention to detail
6.	Takes pride in their appearance and represents the team well

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