



## **PREPARING YOUR JOB APPLICATION**

- To prepare your application please complete the following;
  - Review the mission and ministry distinctives outlined on page 2
  - Review the position description outlined on page 3 - 4
  - Develop a 1 – 2 page cover letter outlining;
    - Why you are interested in the role.
    - How you would fit with Compassion's organisational identity and culture and
    - How your skills and experience suit the role.
  - Develop a concise resume outlining your qualifications and employment history.
  - Respond to the screening questions in the online application form

## **CONTACT US**

- If you have any questions regarding the role, please email [peopleandculture@compassion.com.au](mailto:peopleandculture@compassion.com.au)

## ESSENTIAL INFORMATION ABOUT COMPASSION

### MISSION

Compassion exists to release children from poverty in Jesus' name.

### DISTINCTIVES

**Christ-centred:** We are dedicated to caring for the poor in response to God's call and giving hope to the hopeless by spreading the Gospel of Jesus Christ in an age-appropriate, culturally relevant and non-coercive way.

**Child-focused:** Children are the hardest hit by poverty, the least able to change their circumstances, and at the heart of Jesus' ministry. We address the holistic needs of the individual child so that they can become responsible and fulfilled Christian adults and change agents in their communities.

**Church-based:** We partner with local churches to implement our holistic child development model because they are uniquely placed to understand the real needs of their community and foster an environment of stability.

### STATEMENT OF FAITH

1. **WE BELIEVE** the Bible is the inspired, the only infallible, authoritative Word of God.
2. **WE BELIEVE** there is one God, eternally existent in three persons: Father, Son and Holy Spirit.
3. **WE BELIEVE** in the deity of our Lord Jesus Christ, in His Virgin birth, in His sinless life, in His miracles, in His shed blood for the remission of sins, in resurrection, in His ascension to the right hand of the Father and in His personal return in power and glory.
4. **WE BELIEVE** salvation is found only through Jesus Christ and requires individuals to acknowledge their sin, accept His forgiveness and repent.
5. **WE BELIEVE** that for the salvation of lost and sinful man, regeneration by the Holy Spirit is absolutely essential.
6. **WE BELIEVE** in the present ministry of the Holy Spirit, by whose indwelling the Christian is enabled to live a godly life.
7. **WE BELIEVE** in the resurrection of both the saved and the lost; they that are saved unto the resurrection of life and they that are lost unto eternal separation from God.
8. **WE BELIEVE** in the spiritual unity of believers in the Lord Jesus Christ.
9. **WE BELIEVE** Jesus established the Church to carry out ministry on earth.

**Section:** Brand Experience

**Reports to:** Executive Director: Brand Experience

**Team:** Art Direction

### Primary Purpose

The Art Direction Lead is responsible for the visual identity and communication of Compassion's global brand.

### Key Accountabilities

- Provide artistic direction for the ministry to ensure a clear and consistent visual identity across all mediums and platforms.
- Lead and develop a team of designers through regular team meetings, 1-1 meetings and coaching in order to deliver high quality and consistent design to express Compassion's visual identity
- Work as part of a cross functional content team (designers, writers and film makers) to develop seasonal campaign art direction
- Provide end-to-end graphic design services for Compassion Australia, utilising print media (e.g. magazines), digital media (e.g. web design and UX projects) and environmental design (e.g. display stands)
- Work collaboratively across functions to deliver a unified brand experience across all platforms
- Liaise with external contractors, production companies, design studios, contractors and other third-party suppliers as needed in order to provide art direction to ensure work is delivered on budget and within agreed timeframes
- Undertake regular professional development in order to maintain a high level of proficiency for all software and equipment used in videography, graphic and digital design
- Liaise with other Compassion partner countries and Compassion international to exchange relevant marketing material as required
- Develop, maintain and promote relevant policies, processes and guidelines in order to promote and protect Compassion's interests (e.g. IP, branding, messaging, Public Relations, advertising)

### Selection Criteria (Job Specific Skills, Knowledge & Qualifications, Experience)

- Tertiary qualifications in design, communication, marketing or equivalent
- Exemplary creative thinking and problem- solving skills across audiovisual, print and digital media
- Exemplary technical ability in required audiovisual and design software (eg. Adobe CS) and equipment
- Substantial experience in a creative content role working across a range of design outcomes primarily in digital, print and branding
- A proven track record in creative concept development, art direction and project execution
- Substantial experience developing, directing and executing brand and marketing initiatives
- Substantial experience leading a high performing team
- Creative Direction experience is desired

**Communicates with influence:** *Communicates with others in a compelling way, that leads to action and outcomes, ensuring alignment with Compassion's ministry values*

Success looks like:

- Speaks in public in a compelling manner, with the ability to present content, facilitate training, and tell stories in an engaging way
- Inspires, influences and motivates others to action through impactful communication
- Develops and provides appropriate communication to diverse audiences, groups and stakeholders
- Leverages the right communication channel to communicate information in a timely way
- Ensures all communications reinforce our values and culture
- Communicates the rationale for decisions in a timely way

**Delivers on the strategy:** *Responsible for and committed to creating, leading and delivering strategic outcomes in accordance with the ministry strategy*

Success looks like:

- Creates and fosters strategic alignment at the team and individual level
- Encourages and models the practice of evaluation, celebrating wins and rapidly learning through failure
- Balances quality of essential servicing work with the ability to execute on strategic objectives
- Demonstrates adaptability and responsiveness to change in direction/strategy
- Translates high level strategic objectives into actionable team and individual objectives

**Demonstrates business acumen:** *Learns and applies business principles and practices to deliver value, innovate processes and achieve results.*

Success looks like:

- Understands and contributes to the finance and budget processes, maximising team efficiency and effectiveness
- Leads continual process innovation in response to internal requirements, external trends or industry disruption
- Leads the team through difficult changes in a way that represents ministry values
- Makes the right business calls, even when they are difficult
- Considers and monitors capacity of team in order to manage volume of work
- Seeks out information and analyses data to support decision-making
- Continually builds knowledge in breadth of critical business disciplines including marketing, digital technology, strategy, Risk, Finance and HR

**Develops effective relationships:** *Intentionally builds healthy and authentic relationships that reflect our values and support ministry outcomes*

Success looks like:

- Demonstrates genuine empathy, care and respect for all members of the ministry
- Engages appropriately in two-way conversations which increase clarity of purpose and build authentic, transparent relationships
- Seeks out and actions feedback from stakeholders in order to improve role and ministry effectiveness
- Sees Compassion as a system of relationships and connections, working across the ministry to connect with key internal and external stakeholders to deliver on outcomes
- Rapidly and effectively manages conflict within the workplace
- Promotes cohesion and good teamwork across team boundaries

**Leads high-performing teams:** *Leads high performing teams by coaching and mentoring team members, encouraging and challenging them to live out our ministry values and achieve results*

Success looks like:

- Leads in a servant-hearted manner that reflects and models our ministry values
- Mentors, equips and empowers team members to grow and develop, achieving increased performance
- Selects the right people for the right roles, discerning ministry and role fit
- Sets clear performance objectives, provides timely feedback and holds team accountable for outcomes
- Identifies the right people for succession and project opportunities
- Encourages diversity of thought and seeks out different perspectives when making important decisions
- Proactively addresses underperformance of team and/or individuals
- Manages conflict in a fair and constructive manner, seeking a 'win-win' outcome, wherever practicable
- Champions change and supports people to transition to new ways of working
- Involves team members in decisions that affect them
- Celebrates and recognises team members who achieve great outcomes and represent our ministry values
- Delegates decision making authority appropriately, empowering team members to achieve results