

Position Description



Position Title:	Graphic Designer and Marketing Executive
Reports To (title):	Marketing Manager- Jewellery and Marketing Manager- ABC Bullion
Date Reviewed:	230117
Department:	Marketing
Department Information:	The Marketing Department is responsible for driving brand build; provide marketing strategy for the brand and new and existing clients, coordination of events, marketing communications and initiatives across the business in order to increase market share and maintain a strong brand image within the marketplace.
Company Information:	Pallion is the largest precious metal services group in Australasia and a top 5 Australian private group of companies. This multi-national group operates facilities throughout Australia, Hong Kong and mainland China. Pallion designs, manufactures and distributes precious metal products and related services. Pallion entities offer the following services: Bullion; Refining and Minting; Casting and Jewellery; Fabricated Metals; Findings and Vaulting.
Mission Statement	To use our extensive experience in precious metals to become the world's leading precious metal services group delivering tangible business results to our clients. We strive to build long-term relationships based on mutual trust and respect.

1. Objective of the Role	
1.1	To provide high quality graphic design services and expert advice on all aspects of design within the parameters of Pallion's identity.
1.2	To provide key support to the Marketing Manager, Sales Managers, Directors, and General Manager's to deliver Marketing plans in a timely manner
1.3	To ensure an optimal and consistent level of customer service is delivered to internal and external customers.

2. Key Performance Requirements and Duties:	
2.1	To take responsibility for the creation of all visual design for the Pallion business including typography and visual concepts.
2.2	Production of strong and compelling visual communications driven by innovative ideas and creative solutions to visually communicate the brand and marketing and sales initiatives.
2.3	Clear interpretation and execution of creative briefs.
2.4	Ensure strategy consistency across all areas of the business working closely with Sales Managers and the Marketing team to ensure the brand image, products and collateral standards are met.
2.5	Design using industry standard software including but not limited to; InDesign, Photoshop and Illustrator.
2.6	Execution of design briefs with creative responsibility, passion and commitment in order to meet agreed deadlines and guidelines.
2.7	Attend all industry events alongside the Marketing team to deliver overall marketing goals for the business.
2.8	Contribute to all meetings in a proactive and positive manner by collaborating with colleagues and adopting a solution driven approach.
2.9	Actively contribute to the Marketing strategy and development of marketing plans alongside Marketing team.
2.10	Coordinate and manage multiple projects from conceptualization through to completion.
2.11	Creation of press and web ready artwork for advertising campaigns and events against agreed timeframes.
2.12	Execution of all design briefs with creative responsibility, passion and commitment in order to meet goals and timeframes set.
2.13	To complete marketing executive responsibilities, including planning, developing and implementing effective marketing communications.

3. Organisational Values and Vision	
3.1	Best: In everything we do, only the best will do
3.2	Value: We give our clients the best value product, not necessarily the cheapest product
3.3	Determined: We are adaptable and persistent. Nothing is too difficult and everything is achievable
3.4	Nimble: We are agile and progressive. We constantly strive to stay abreast of innovation, industry changes and progress.
3.5	Trust: We are the industry's trusted partner
3.6	Family: An inclusive collaborative approach to our work, our team and our clients, encouraging personal excellence and respect
3.7	Investors: We invest in the future of the industry through our contribution to the education of our people and our clients
3.8	Vision: Employment with a Pallion company demands our staff, suppliers and employees conduct themselves in a way fitting and positively supporting our company wide values and mission statement

4. Qualities and Competencies Required	
4.1	Attention to detail and highly organized
4.2	Ability to work within a fast paced work environment
4.3	Enthusiastic and motivated individual
4.4	Follow project tasks and day to day duties through to completion
4.5	Possess a strong sense of creativity

5. Basic Qualifications Required	
5.1	Certificate or degree in Graphic Design or Visual communication
5.2	Proficiency in computer software namely within the Adobe Creative Suite