

Collingwood Football Club

JOB DESCRIPTION



Position Title/Department: Senior Designer

Reporting Manager: Production Manager

Position Objective

Lead the creative execution of the Collingwood brand, ensuring high-quality design across campaigns, presentations, match day assets, and Club-wide materials. As the Senior Designer, you will drive brand consistency and oversee the Graphic Designer to ensure that all output meets the Club's visual and quality standards.

Responsibilities

Graphic Design and brand aligned production

- Lead design development for major campaigns, premium presentations, membership, match day, commercial and corporate projects.
- Manage brand consistency across all departments in collaboration with the Production Manager and Marketing team.
- Create and produce original brand-aligned designs for web, mobile app, video, social media, and online platforms.
- Guide preferred design agency on briefs and manage output quality.
- Evolve the Club's visual identity and template systems.
- Champion innovation in design while balancing commercial, audience and usability objectives.
- Manage concurrent projects while meeting deadlines in a fast-paced environment.
- Provide creative direction and oversight to the Graphic Designer.
- Uphold KPIs for quality, governance, turnaround time and brand compliance.
- Collaborate with the Production Manager and other departments to translate briefs into effective visual communications.

Design Library and File Management

- Oversee the end-to-end design process, from ideation and prototyping to production-ready files and post-delivery review.
- Co-manage the internal library of graphic design resources.
- Maintain consistent file naming, archiving conventions, file storage, and version control.
- Ensure consistent maintenance and updates to Club design resources such as PowerPoint templates and social media templates.

Skills / Experience

- Advanced proficiency with Adobe Creative Suite (including Photoshop, Illustrator, and InDesign), Figma, and presentation design.
- Proven ownership of high-impact externally facing creative.
- High attention to detail including proofreading, communication, and organisational skills.
- Demonstrated experience working within a governed brand system.
- Ability to work to deadlines, to the specifications outlined in the brief, and that are compliant with platform requirements.

- A growth mindset with the ability to adapt in a fast-paced environment, while ensuring high-quality output.
- Willingness to work flexible hours, including weekends, and uphold professional conduct, ethics and confidentiality.
- Expertise in the latest digital trends and platform optimisation.

Values & Behaviours

Is aware and will continue to strive and behave according to Collingwood Football Club's values: ***Do Better, Side by Side, A Nest For All and Fly Higher.***

Do Better – I commit to take deliberate actions to address racism when I see it. At Collingwood, we acknowledge the rights of the First Peoples of Australia, and that racism has no place in society.

Side By Side – I commit my best to a high performing team. At Collingwood we celebrate the wins and stick together through times of adversity.

A Nest for All – I champion and respect, diversity and inclusion to make others feel part of the Black and White. At Collingwood, we look out for each other, and those in need, as part of our commitment to provide a safe and welcoming Club for all.

Fly Higher - I make the most of my opportunities to drive excellence for myself and the team. At Collingwood we strive for success.

Child Safety Standards

The Collingwood FC has a commitment to ensure we provide professional, safe and enjoyable environments to children and young people who participate in our game.

The executive and management of our organisation are responsible for undertaking recruitment and ensuring that our processes and systems are robust and thorough, as well as being communicated and understood internally. Our recruitment process includes meeting and engaging with a variety of key people from across the organisation as well as completing thorough verification checks.

As part of our comprehensive recruitment process, we ensure that all safety and legislative checks such as working with children checks, criminal background checks, employment and personal reference checks are completed to ensure anyone working for the AFL is fit for the role they are employed in, prior to commencing employment.

The Collingwood FC takes the safety of children and young people very seriously and reviews all process and procedures in line with current state and federal legislation.