



Refugee Council
of Australia

TOR for Marketing Volunteer/Intern

What do we need?

We are looking for a skilled graphic designer to create:

- 1) a number of branded templates for use across different communication channels, with reference to RCOA's new Brand Guide
- 2) tailored brand assets (e.g. brochures, social media tiles, infographics) using the branded templates

Skills & experience required:

- graphic design - essential
- knowledge & experience of designing in Canva - essential
- experience of working with brand style guides (using set logos, colour palettes & fonts to create brand assets) is preferable but not essential
- an element of stakeholder management is required to maximise the uptake of these branded templates across the organisation (this aspect can be managed by someone in the Comms team but ideally the designer will liaise directly with other RCOA stakeholders to clarify the intended use, channel and design specs for the templates)

Template requirements include:

- Word Press page re-design
- Donation page re-skin
- Social media tiles
- Google Drive presentation deck
- E-Bulletin/EDM
- Policy documents (submission, report, brief)
- Major Donor proposal
- Tax receipts
- Zoom / Teams backgrounds
- Video overlays

Hours required:

Approximately 20-30hrs total, depending on level of experience & speed of design work