



POSITION TITLE:	Brand & Content Designer
DEPARTMENT:	Fundraising and Engagement
DATE:	April 2026
REPORTS TO:	Head of Marketing and Communications
DIRECT REPORTS:	0
FTE:	1.0 FTE
LOCATION:	Richmond, Melbourne (Hybrid) Minimum 2 days in Melbourne office per week

CBM AUSTRALIA

CBM Australia is a Christian international development organisation with a focus on disability. We have more than 115 years' experience developing proven community-based programs that help millions of people with disabilities benefit from real and lasting change. We work alongside people with disabilities living in the world's poorest places to fight poverty and exclusion and transform lives.

ORGANISATIONAL VISION

An inclusive world in which all people with disabilities enjoy their human rights and achieve their full potential.

ORGANISATIONAL MISSION

CBM is fighting to end the cycle of poverty and disability.

DEPARTMENTAL OBJECTIVE

Engage and mobilise the Australian public including CBM supporters through powerful storytelling, relationship building and partnerships with the sector, government and the community to generate vital income, support and action for our mission.

SAFEGUARDING OF CHILDREN AND VULNERABLE ADULTS

CBMA is committed to the protection and safety of all children and vulnerable adults who encounter our organisation and programs. All staff are required to understand and comply with CBM Australia's Safeguarding Policy and Prevention of Sexual Exploitation, Abuse and Harassment Policy, Code of Conduct and Safeguarding Behaviour Statement. This role requires a current Working with Children Check.

RESPONSIBLE FOR

This role is responsible for creating, designing and delivering integrated visual content and compelling emotive storytelling narratives that bring Marketing, Fundraising and International Programs key activities and campaigns to life. You'll turn strategic goals into high-impact creative assets that captivate audiences, enhance storytelling, and connect new and existing supporters with CBM's mission, vision and purpose across owned earned and paid channels.



ROLE RESPONSIBILITIES

Graphic Design & Content Support

- Interpret briefs and turn ideas into visuals across multiple channels and formats
- Produce graphic design and video content for owned, earned, and paid channels
- Liaise with agencies and freelancers to ensure brand and message consistency
- Simplify complex ideas through impactful, easy-to-understand design
- Create visuals that enhance storytelling and emotional connection
- Organise and maintain design files, templates, and brand resources
- Manage feedback and design revisions efficiently
- Prepare content files for print, outdoor, and digital deployment

Brand & Creative Coordination

- Apply and maintain brand guidelines and uphold creative quality standards
- Ensure brand compliance and visual consistency across all materials
- Deliver creative assets aligned with client department priorities
- Provide visual alignment and brand compliance for content
- Produce campaign materials, infographics, and event collateral
- Maintain template and asset libraries for organisational consistency
- Coordinate photography and video vendors for key projects
- Ensure accessibility compliance (AA standards) across all marketing materials
- Work within an agency-style service model, demonstrating collaboration and communication excellence



EXPERIENCE

- Experience in creative design workflow coordination and project delivery across multiple departments.
- Proven ability to manage creative production and ensure brand compliance.
- Skilled in stakeholder engagement and expectation management.
- Experience in graphic and multimedia design and visual asset production.
- Familiarity with creating and maintaining brand guidelines and creative quality assurance.
- Experience in accessibility design best practice principles

WAYS OF WORKING

- Demonstrates enthusiasm for CBM Australia's mission and is comfortable working in a faith-aligned organisation.
- Highly self-motivated with strong organisational and time management skills; able to prioritise effectively while contributing positively to team outcomes.
- Comfortable working in a digital-first environment, with the ability to use organisational technologies and tools competently.
- Excellent written and verbal communication skills, with the ability to build and maintain collaborative relationships across all levels of the organisation.
- Approachable and able to relate well to people from diverse backgrounds; demonstrates sensitivity, awareness, and commitment to fostering a workplace that is inclusive of gender, ethnicity, and disability.
- Commitment to the value of in-office presence and the Hybrid working arrangements in place at CBM Australia.

EDUCATION AND TRAINING

Essential

- Graphic Design
- Brand Guidelines and Management
- Project management and delivery
- Visual Asset Production
- Video Production and Editing Coordination
- Workflow and Resource Planning Tools

Desirable

- Creative Services or Agency experience
- Digital Marketing Asset Management
- Digital Marketing Channels and Platforms

KEY SELECTION CRITERIA

- Proven ability to provide high quality design solutions from initial concepts through to final production



- Experience in creative workflow coordination and delivery.
- Proven ability to manage brand compliance and visual identity standards.
- Strong stakeholder engagement and expectation management skills.
- Experience in most communication channels from traditional to digital
- Alignment with CBM Australia's mission, Christian ethos and values.
- Excellent ability using design software such as InDesign, Illustrator, Photoshop, Canva to complete design tasks to the highest standards.