

Digital Designer

Reports to: TEDxMelbourne Leadership Team

Location: Hybrid (Majority remote/WFH, with occasional in-person meetings required in Melbourne CBD)

Type: Volunteer, approx. 3–5 hours per week (with the option to attend/volunteer on event days 1-2x a year also)

Role Overview

TEDxMelbourne is seeking a creative and detail-oriented Digital Designer who thrives in a fast-moving, community-driven environment. This is a volunteer role that plays a central part in how TEDxMelbourne communicates with its audience — from the first post a follower sees to the on-stage graphics that frame every talk. The ideal candidate is proficient in *Figma*, has a strong visual sensibility, and is comfortable working across both digital and print formats. You will collaborate closely with the marketing, curation, and production teams to ensure everything looks sharp, on-brand, and ready on time.

Key Responsibilities

As Digital Designer, you will focus on:

- **Brand Consistency:** Upholding and applying the TEDxMelbourne visual identity across all assets, ensuring consistency in colour, typography, and tone.
- **Social Media Design:** Creating scroll-stopping graphics, story templates, and animated assets for *Instagram*, *Facebook*, *LinkedIn*, and other platforms aligned with campaign briefs.
- **Event Collateral:** Designing print and digital materials including programs, signage, sponsor acknowledgements, speaker tiles, and name badges.
- **Presentation & Stage Assets:** Producing slide decks, title cards, and visual overlays for use during the live event, working closely with the production and curation teams.
- **Campaign Support:** Partnering with the marketing team to develop visual assets for promotions, partnerships, and ticket campaigns across the year.
- **Asset Management:** Maintaining a well-organised design library in *Figma*, ensuring all files are accessible, version-controlled, and handover-ready.

- Stakeholder Collaboration: Taking direction from briefs while also contributing creative ideas; manage feedback rounds efficiently and communicate timelines proactively.
- Brand Evolution: Contributing to refreshing and evolving the TEDxMelbourne visual system from one event cycle to the next.

Skills & Experience Required

We're looking for someone who is:

- **A confident Figma user:** You work primarily in *Figma* for both design and collaboration. Auto Layout, Components, and Styles are second nature to you.
- **Visually strong:** You have an eye for hierarchy, whitespace, and typography that communicates with clarity and intent.
- **Experienced in digital design:** 4+ years of design experience (professional or portfolio-equivalent), with a strong portfolio showcasing social, brand, or event work.
- **Organised and reliable:** You deliver on time, manage multiple projects simultaneously, and flag blockers early.
- **A collaborative communicator:** You take feedback well, ask good questions, and contribute ideas without ego.
- **Mission-aligned:** You genuinely care about ideas, community, and storytelling — and that shows in your work.
- Proactive. Ability to manage tight timelines. Works well with others but also in isolation as necessary
- Comfortable working in a volunteer capacity, dedicating 3–5 hours **per week** to this meaningful role.

Portfolio Requirement

A portfolio is required as part of your application. We're looking for work that demonstrates your range across digital formats — especially social media, brand, and event design.

Send portfolio to: social@tedxmelbourne.com

Why join us?

- The opportunity to contribute your expertise to an influential, globally recognised organisation.
- A supportive, values-driven community that celebrates creativity, innovation, meaningful conversations and impact.
- The chance to help [provide specific contribution of this role] of TEDxMelbourne's events and initiatives.
- Entry and backstage pass to all TEDxMelbourne events

About TEDxMelbourne

TEDxMelbourne is part of the global TEDx community, dedicated to showcasing “ideas worth spreading.” We are a dynamic, purpose-driven organisation that brings together volunteers, thought leaders, creators and community members to deliver high-impact events and initiatives. Our team thrives on creativity, collaboration and a shared commitment to making meaningful change.