SCOOTER

Senior Graphic Designer — Position Description

Reporting to: **Creative Director**

Overview

Scooter is a Melbourne based brand experience agency built for the retail world. We work across retail, shopper, marketing, branding and digital to help brands earn their place in the consumer's consideration set with clear, compelling communication.

We show how choosing a brand makes life better for customers, building both sales and lasting loyalty. By connecting digital and physical touchpoints across the journey, from discovery to purchase and beyond, we create experiences that drive conversion and advocacy.

Our team is guided by values that keep us agile, human centric, curious, authentic and committed to creative integrity.

Primary purpose

The Senior Designer is central to shaping and delivering brand experiences across retail, shopper, marketing, branding and digital. The role blends creative vision and strategic thinking to turn client objectives into compelling ideas and campaigns that connect across every touchpoint. At Scooter, Senior Designers bring craft and originality, along with the ability to clearly communicate the thinking behind the work, building trust with clients, inspiring the team and creating impact.

Your responsibilities

Design and strategy

— Collaborate with Creative and Account teams to understand client objectives and translate briefs into clear strategies, compelling messaging and cohesive creative solutions
— Take ownership of projects from concept to execution, producing design comps, storyboards, brand assets and campaign rollouts
— Generate original ideas and innovative concepts that connect across retail, shopper, marketing, branding and digital channels
— Champion design thinking that builds meaningful brand experiences, always with a focus on behaviour change and measurable outcomes
— Elevate the craft of design by ensuring all work is purposeful, well considered and produced to the highest standard
— Communicate creative thinking with clarity in both internal and client presentations, inspiring confidence and trust
— Mentor and support junior designers, contributing to a culture of curiosity, collaboration and creative integrity

Craft & excellence

— Present, share, and review creative work with Creative Directors and Account Management to ensure alignment and quality
— Ensure all projects are on brand, meet the brief, and maintain high-quality standards
— Intimately understand each client's specific content and brand requirements and ensure projects are in line with these requirements.
— Maintain up-to-date time sheets to include descriptions of work completed
— Ensure all work is save according to company naming conventions for accurate version control
— Maintains compliance with workplace file management standards and systems

Qualifications, skills, and experience required for the role

— Significant experience (ideally 8–10+ years), demonstrating a strong commitment to professional development
— Tertiary qualification in Communication Design is preferable
— An exceptional folio that demonstrates both creative excellence and clear strategic thinking
— Experience working integrated campaigns
— Must possess self-motivation and proactive initiative
— Capable of listening and collaborating effectively, providing valuable input and direction
— Able to grasp concepts quickly and adapt them efficiently to diverse client contexts
— Demonstrates strong writing, editing, and proofreading skills

People & leadership

— Seek and act on feedback to grow self-awareness and build on strengths
— Communicate with clarity and confidence, contributing ideas and perspectives in discussions and workshops
— Build strong, respectful relationships with peers and clients, listening actively to diverse viewpoints
— Collaborate openly and foster an inclusive, supportive team culture
— Address challenges with practical solutions and contribute to team effectiveness

Cultural alignment

— We're looking for someone who is aligned to our values, enjoys a healthy work–life balance, acts with integrity, and thrives in a collaborative environment. (Agile, Human-centric, Creative Integrity, Authentic, Curious)
— Enjoyment (work, life balance flexibility, culture)
— Integrity (honest, ethical, trusting, fair)
— Collaborative (internally and externally)