DESIGNER – MID WEIGHT (SHOPPER MARKETING/RETAIL)

Location: Melbourne - Hybrid
Reports to: Gareth Brock with Creative Oversight from Owen Kane
Team: Curious Nation ANZ
Basis of Employment: 3-4 days part time permanent – flexible
Salary: $85,000 - $95,000 package pro rata + super, depending on experience

About Curious Nation

We're Curious Nation – an activations and experiential agency helping brands drive long-term business growth by unlocking opportunity with Curious Thinking. We believe culture and brand are two sides of the same coin, so living curiously really matters to us.
At Curious Nation, curiosity isn't just a trait – it's a tool. It shapes how we lead, how we work, and how we connect with clients, partners, and each other. Our values centre around collaboration, psychological safety, asking smarter questions, and always reframing challenges as opportunities to grow.

What is the purpose of this role?

We're looking for a creative and thoughtful Mid Weight Designer with a passion for, and specialism in shopper marketing to work on a range of campaigns across one or more of our flagship clients, mainly a world-renowned drinks company. This is a great opportunity to grow your career on high profile accounts, working closely with our Creative Director and Co-Founder and Head of Strategy to deliver campaign adaptation, retail toolkits, key visuals, POS suites, promotional communications, presentations and production-ready artwork across multiple retailer specifications.

You'll enjoy the craft and pace of shopper marketing managing key projects and have enough design judgement to improve an execution, challenge weak layouts and contribute creatively when required.
You should value collaboration but you're also comfortable working independently, taking initiative and driving work forward.
If you thrive in a fast-paced environment, love rolling up your sleeves, want to create exceptional work for iconic brands, please apply.

Responsibilities

Design & Output

- You will support the Melbourne team across shopper marketing, retail and integrated campaign delivery.
- You'll take approved creative platforms and translate them into strong, channel-appropriate executions across multiple formats, with a significant focus on POS adaptation and roll-out.
- Work independently, make good design decisions and own day-to-day design tasks without requiring constant senior creative oversight.
- You will work on Primarily FMCG / shopper marketing clients across grocery, liquor, convenience and on-premise channels
- Work will include campaign adaptation, retail toolkits, key visuals, POS suites, promotional communications, presentations and production-ready artwork across multiple retailer specifications.
- Design for physical retail formats such as posters, wobblers, shelf strips, aisle fins, header cards, display units, neck tags and other POS.

- Work within established brand guidelines
- Be responsible for your own time, working to allocated hours provided the job and advising in early stages of the job if additional time is needed
- Take a job from design development through rollout and handover for finished artwork / production.
- Work on multiple live projects and deadlines.
- Manage multiple sizes, versions, SKUs and retailer requirements accurately.

People, Culture & Personal Development

- Champion Curious Nation's culture of curiosity, inclusivity, and continuous improvement.
- Work collaboratively across internal teams and agency partners – embodying our "one team ethos."
- Contribute to agency life, you'll help nurture our culture as much as you deliver for clients.
- Stay curious about all things creative, shopper trends, and competitor activity to constantly evolve as a designer.

What We're Looking For

- Minimum 5 years Solid mid-weight agency or studio experience - this is not a junior role.
- Strong graphic design fundamentals: layout, typography, hierarchy, composition and brand consistency.
- Demonstrated shopper marketing / retail / POS experience, including adapting a core creative idea across large suites of assets. Experience with FMCG and/or alcohol brands preferred.
- Engaged with and curious about AI
- Comfortable designing for physical retail formats such as posters, wobblers, shelf strips, aisle fins, header cards, display units, neck tags and other POS.
- Strong Adobe Creative Suite skills, particularly InDesign, Illustrator and Photoshop.
- Able to work efficiently within established brand guidelines while still bringing craft and creative thinking.
- Strong attention to detail and ability to manage multiple sizes, versions, SKUs and retailer requirements accurately.
- Able to take a job from design development through rollout and handover for finished artwork / production
- Comfortable working directly with account, strategy and creative team members and responding constructively to feedback.
- Organised, pragmatic and able to manage multiple live projects and deadlines.
- Culturally aligned with Curious Nation: curious, collaborative, growth-minded, and values-driven.
- Experience working with Australian grocery and liquor retailers (e.g. Coles, Woolworths, Endeavour / Liquorland, independents (desired but not essential)
- Packaging / on-pack promotional experience (desired but not essential)
- Basic motion, digital or social design capability (desired but not essential)
- Experience preparing presentation decks / pitch work and helping bring concepts to life visually (desired but not essential)
- Production knowledge - print processes, dielines, prepress and working with printers / production partners (desired but not essential)