



Position Description – Senior Digital Experience Designer

Position Details

| | |
|---------------------------|---|
| Position Title: | Senior Digital Experience Designer |
| Position Number: | TBC |
| College/Portfolio: | Education |
| School/Group: | Office of Associate DVC Education |
| Campus Location: | Based at the Melbourne City Campus but may be required to work and/or be based at other campuses of the University. |
| Classification: | HEW 8 |
| Employment Type: | Continuing |
| Time Fraction: | 1.0 |

RMIT University

RMIT is a leading multi-sector university of technology, design and enterprise with more than 91,000 students and 11,000 staff globally. We offer postgraduate, undergraduate, vocational education and online programs to provide students with a variety of work-relevant pathways.

Our purpose is to offer life-changing experiences for our students, and to help shape the world with research, innovation, teaching and industry engagement. With strong industry connections forged over 130 years, collaboration with industry remains integral to RMIT's leadership in education, applied and innovative research, and to the development of highly skilled, globally-focused graduates.

With three campuses in Melbourne (Central Business District, Brunswick and Bundoora), two in Vietnam (Hanoi and Ho Chi Minh City) and a centre in Barcelona, Spain, RMIT is a truly global university. RMIT also offers programs through partners in Singapore, Hong Kong, mainland China, Indonesia, Sri Lanka, Belgium, Germany, Austria and The Netherlands, and enjoys research and industry partnerships on every continent.

We are also committed to redefining our relationship in working with and supporting Aboriginal self-determination. Our goal is to achieve lasting transformation by maturing our values, culture, policy and structures in a way that embeds reconciliation in everything we do. We are changing our ways of knowing, working and being to support sustainable reconciliation and activate a relationship between Indigenous

and non-Indigenous staff, students and community. Our three campuses in Melbourne (City, Brunswick and Bundoora campuses) are located on the unceded lands of the people of the Woi Wurrung and Boon Wurrung language groups of the eastern Kulin Nation.

We're proud to share with you:

- The launch of our second **Reconciliation Plan for Dhumbah Goorowa**– a “**commitment to share**” - **an important step in our reconciliation journey**.
- RMIT University is an **Athena SWAN** member with Bronze Award accreditation and the College of Science, Engineering and Health is central to driving improvements in gender equality, diversity and inclusion, particularly in the Science, Technology, Engineering, Mathematics and Medicine (STEMM) disciplines.
- RMIT was placed **10th in the 2019 Randstad Employer Brand Research Awards**, up five spots from 2018.
- We were named as an **Employer of Choice for Gender Equality** by the Workplace Gender Equality Agency in 2019.
- We achieved **Gold Employer status for LGBTIQ** inclusion in the Australian Workplace Equality Index (AWEI) in 2018 and now in 2019.
- We were recognised as a **top five employer in 2018 for workplace accessibility** with the Australian Network on Disability.

RMIT Standings in university rankings

RMIT has a deep commitment to innovation, research and teaching, we are a 5-Star university under the QS Stars international evaluation system and are **238th globally in QS World University Rankings 2020** (moved up 12 places compared to 250th last year), being also 32nd in the world among universities less than 50 years old (2014 QS Top 50 Under 50 index). Additionally:

- In the 2019 QS World University Rankings by Subject, RMIT was positioned 12th in the world (highest ranked in Australia) in Art and Design, 22nd in the world (fourth highest in Australia) in Architecture and the Built Environment, and 37th in Media and Communications. We are also among the world's top 100 universities in Engineering (Civil and Structural; Electrical and Electronic; and Mechanical, Mechanical, Aeronautical and Manufacturing); Accounting and Finance; and Business and Management Studies).
- In the 2018 QS Rankings by Subject, RMIT was ranked 11th in the world and number one in the Asia Pacific for Art and Design, and 26th in Architecture and the Built Environment. RMIT is also among the world's top 100 universities in Engineering (Civil and Structural; Electrical and Electronic; and Computer Science and Information Systems); Accounting and Finance; Business and Management Studies; and Communication and Media Studies. The 2018 Shanghai Ranking's Global Ranking of Academic Subjects highlighted RMIT's strength in Engineering and Technology in particular.
- In the specialised rankings, RMIT is ranked 77th in the QS Graduate Employability Rankings 2020 and 82nd in the inaugural Times Higher Education University Impact Rankings 2019.
- RMIT also ranks in the world's **top 400** in the 2019 Academic Ranking of World Universities and in the world's **top 400** in 2020 Times Higher Education World University Rankings.

For more information, visit rmit.edu.au/about

College/Portfolio/Group

The Education Portfolio is headed by the Deputy Vice-Chancellor Education and Vice President who leads the planning and implementation of the University's strategies related to RMIT's academic programs and the RMIT student experience. The Portfolio is responsible for services to support the quality of RMIT programs, including the professional development of academic staff, continuous improvement of the student experience, learning and teaching outcomes and the management of learning and research information sources.

The Education Portfolio plays a key role in empowering students to access education, participate actively in the life of the University and achieve successful and fulfilling lives beyond graduation. The provision of a stimulating and satisfying experience for students is a priority for the University (<http://www.rmit.edu.au/about/studentexperience>).

Position Summary

The Senior Digital Experience Designer leads interdisciplinary practices that employ human-centred design approaches to distil opportunities and bridge gaps between business needs, user experience needs and learning technology. This position will apply contemporary approaches to user experience analysis and design, user experience research, technical solutioning and deployment to create accessible, consistent, active and engaging digital learning and teaching experiences in our learning ecosystem.

The Senior Digital Experience Designer will develop innovative digital solutions that are fit-for-purpose in an applied, contemporary educational setting. The role will lead new practices and will provide innovative solutions commensurate with digital experience design in learning contexts, environments, products and services.

Reporting Line

Reports to: Lead, Digital Experience

Direct reports: None

Organisational Accountabilities

RMIT University is committed to the health, safety and wellbeing of its staff. RMIT and its staff must comply with a range of statutory requirements, including equal opportunity, occupational health and safety, privacy and trade practice. RMIT also expects staff to comply with its policy and procedures, which relate to statutory requirements and our ways of working.

Appointees are accountable for completing training on these matters and ensuring their knowledge and the knowledge of their staff is up to date.

Key Accountabilities

- Design, develop and deliver digital experience design solutions as a part of an interdisciplinary team to enable and drive innovation and transformation in student experience outcomes.
- Collaborate and partner using service design and human-centred design approaches to develop accessible, consistent, coherent and fit-for-purpose user experiences in the learning ecosystem.
- Analyse opportunities, business and user needs and deliver complex technical UX solutions sustainably and at scale
- Research technology and digital design trends, and lead the practice of digital experience design at RMIT Studios
- Design, deploy, activate and operationalise learner journeys, UX standards and frameworks to enable fit-for-purpose user experiences
- Engage in partnership with the Digital Learning Experience (DLX) squad to analyse needs and deliver technical UX solutions, integrations and enhancements that drive continuous improvement and innovation
- Engage with and connect RMIT University stakeholders (including RMIT Training, RMIT Online, RMIT Vietnam) for sustainable and scalable university-wide innovation and enhancement.
- Support and lead performance in the delivery of high service standards in initiatives and continuous delivery of services.
- Actively participate in team initiatives and collaborate with team members in a manner that reflects a commitment to team goals and objectives, effective communication, information sharing and problem-solving practices.

- Engage with University, RMIT Studios, and Portfolio policies, priorities and strategic initiatives to improve student learning outcomes.
- Work collaboratively with College teaching staff and learning and teaching team colleagues across all Colleges and RMIT Studios to design and implement solutions that enhance student learning experiences
- Participate in relevant RMIT forums as required and undertake other duties within scope as directed.

Key Selection Criteria

1. Demonstrated experience in human centred design and user experience design as a as a creative, product development service.
2. Demonstrated strength in facilitating the exploration of business needs and requirements, ideation, prototyping and solutioning n for complex UX and learning technology initiatives.
3. Proven experience coordinating people, initiatives and resources in digital experience design as a service.
4. Proven experience in designing and deploying digital experiences that are elegant, engaging and contextualised for appropriate users and user journeys.
5. Expert knowledge and skills in design and development applications, front-end development (e.g., HTML, CSS and Javascript) and technical UX customisations
6. Proven ability to work independently and in a team whilst managing competing workflows and deadlines in a dynamic and fast-paced environment.
7. Demonstrated outstanding communication in written, visual and digital formats that connect, motivates and inspires change.
8. Highly developed interpersonal and communication skills and demonstrated ability to forge collaborative relationships across organisational boundaries and to connect and work with diverse teaching and academic staff to maintain positive, productive relationships that influence improvements in learning and teaching quality
9. Demonstrated outstanding problem solving and critical thinking ability and flexibility to adapt work practices and models according to need.

Qualifications

A postgraduate qualification in a relevant discipline and/or significant relevant experience.

Note: Appointment to this position is subject to passing a Working with Children check.

| | | | |
|------------------|--|------------------|--|
| Endorsed: | Signature: Name: Title: Date: | Approved: | Signature: Name: Title: Date: |
|------------------|--|------------------|--|