Position Snapshot

Position Title:	Designer
Business/Division/Department:	Velocity
Location:	Sydney Grosvenor Place
Reports to:	TBC
Direct reports:	N/A
Date:	February 2019

Overall Impact Statement

As a Digital Designer within Velocity's Creative Studio team, you will be jointly accountable for bringing to life the Velocity Frequent Flyer brand across all our owned assets.

You will live and breathe best practice design and produce member centric creative to specification for a variety of channels, taking into consideration brand and CX principles. You will share the responsibility of maintaining the digital style guide, governance of eDM templates and informing stakeholders of best practice principles to guide design decisions.

Organisation Context

Velocity Frequent Flyer is the award winning loyalty program of Virgin Australia. With over 8 million members and counting we are focused on transforming loyalty and continue to lead the way with game changing initiatives and by enabling our members to engage and transact with our program through multiple channels, every day.

Velocity team members are part of the Virgin Australia Group who employ around 9,500 people in Australia, New Zealand, the United States and the United Kingdom. We pride ourselves on recruiting the right people into the right roles and we're always looking for team members in all specialties to join our award winning team.

Virgin Australia Group team members are passionate believers in better. When we live our shared values of Heart, Spirit, Imagination and Collaboration, we can do things that most people would think impossible.

As a result every person that we come into contact with; our guests, our customers, our colleagues and the community will feel and experience better outcomes, based on the interactions we have with them.

Key Accountabilities

Design, create and produce engaging creative for Velocity's multi-channel campaigns (including eDM, web banners, print, social media and print assets) and co-own maintainence of the digital style guide.

Interperet our over-arching marketing and digital strategy to produce a step change in member enagement and interaction with the program through compelling creative.

Collaborate with the rest of the Creative Studio/in-house team and stakeholders across the business to develop on-brand, engaging creative that aligns with business unit/stakeholder/project/brand objectives.

Apply best practice design principles to everything you do and where possible integrate CX and UX to ensure the best possible member journey.

Champion creativity and push the boundaries to deliver engaging design concepts, working closely with agencies and the rest of the Creative Studio team to inject new ideas and thought leadership with the latest trends in design, including video formats.

Contribute to other projects as required and be comfortable with an agile way of working.

Key Requirements

Essential	Desirable
Impressive design portfolio and ability to create technically accurate work in accordance with briefed requirements. Degree/Certificate qualified in design or related discipline with expert level of proficiency across Adobe Creative Suite. General understanding of marketing and design principles including best practice email design, UX and UI. Excellent layout and typography skills and a strong attention-to-detail. Ability to work within clearly defined brand guidelines and take direction whilst actively contributing to brainstorming sessions and injecting new ideas and best practice. Strong understanding of the relationship between copy and design and very knowledgeable in current digital design trends. Excels working with other designers, producers, CX specialists, copywriters and subject matter experts as part of an internal creative services team. Commercial mindset, excellent time management and ability to manage multiple stakeholers and deadlines. Experienced at working and collaborating with external agencies to produce superior content to support marketing campaigns, program education and inspiration.	Experience in designing to corporate brand guidelines and an understanding of co-branding techniques. Videography/editing and digital illustration/animation experience a bonus.

Competencies

Role Competency Requirements	
Competency Name	**Behavioural Descriptors**
Delight Customers	Initiates customer centric solutions Seeks to enhance customer experiences and improve outcomes Seeks and identifies opportunities to surprise and delight customers (internal and external) Supports digital transformation initiatives and understands how they can improve processes and customer interactions
Communicate and Engage	Engages with others, clearly conveying information and facts Participates in 2-way conversations, listening and discussing issues credibly and thoughtfully Clarifies own understanding and embraces alternate views
Connect and Partner	Builds trusting, cooperative partnerships, supporting others in challenging situations Embraces collaboration and connection beyond organisation boundaries Actively seeks opportunities to partner with others to achieve extraordinary outcomes Checks and aligns own work with team goals
Embrace Change	Welcomes change and remains positive in the face of ambiguity Seeks information to understand change and impacts Demonstrates a change mindset, flexibility and openness
Innovate and Improve	Identifies and contributes ideas for improvement Is curious and open-minded to new ideas, perspectives and approaches Understands the need for Group to be innovative and drive business improvement Is curious about opportunities in data analytics to suggest improvements in processes

Diversity of Thinking	Encourages others to bring whole self to work and contribute freely to support creativity and understanding of customers and stakeholders
	Builds empathy and understanding of different people, integrating diverse perspectives into approaches and outcomes
	Expresses own point of view and challenges basic assumptions
Strategy and Direction	Achieves objectives within own job area to deliver results aligned to the Group's strategy
	Promotes team understanding of Group's purpose and strategy and contribution of work to the Group's direction
	Considers whether short term goals support long term objectives
Drive Business Outcomes	Shows energy, enthusiasm and initiative for achieving goals
	Seeks guidance and support to address obstacles and achieve set goals
	Plans work to deliver within expected timeframes
Motivate Self and Others	Seeks and provides feedback and opportunities to learn, valuing contribution of self and others
	Promotes and encourages excellence, growth and autonomy in self and others
	Applies learning from previous experiences to improve future approaches and solutions