Position Description

Title: Motion Graphics Designer
HEW Level: Level 7

Faculty/Office: Faculty of Business and Economics
Position Number: 

Department/Team: Learning and Teaching Team
Date: April 2018

Position Purpose: To provide motion graphics design expertise and collaborate with script and content writers to deliver engaging and animated multimedia content with scope and budget.

ORGANISATIONAL CONTEXT
Faculty Learning and Teaching teams provide operational teaching and learning support to academic staff across business disciplines in the design, development and maintenance of web-based activities, resources, units and programs of study to ensure the quality of the student experience and their graduate outcomes.

The Faculty of Business and Economics has key strategic priorities in relation to the digital, integrative experience. We aim to deliver:

- Expand the Faculty’s blended and online offerings both internally and externally (e.g., through MOOCs).
- Raise the Faculty’s profile through high-quality educational media content in all of our offerings.
- Expand staff capability regarding educational media and technologies

This role is to facilitate and support these goals for the Faculty. The Motion Graphics Designer is highly passionate about education, works well within a cross-functional team with ambitious goals and tight deadlines and is prepared to invite and offer constructive feedback in order to learn, change and grow.

ORGANISATION CHART
### KEY ACCOUNTABILITIES

- Produce and design motion graphics and engaging animated multimedia video content for large scale video and digital media productions, ensuring the delivery and quality assurance of all aspects of pre-production, production, post-production work.
- Collaborate with the MGSM Online team on the ideation of visual design concepts and produce high-quality motion graphics quickly and independently.
- Apply expert knowledge and technical skills to:
  - Bring scripts and written treatments to life using action video including visual style/pacing and design on a number of projects.
  - Create compelling narratives, and motion graphics based on written scripts or input from project leaders.
- Design, manage and deliver content for instructional videos, infographics, user guides in various digital formats for a technology or system implementation.
- Assist in designing and creating storyboards.
- Work with editors, producers and other designers to resolve technical and/or design issues and coordinate workflows, schedules and processes.
- Ensure the delivery of all aspects of production on allocated projects in a fast-paced and varied production schedule.
- Provide assistance in a proactive, creative and professional manner to ensure the highest level of support to the production team.
- Build and manage relationships with internal stakeholders.
- Perform any other duties as required and as appropriate for this classification.
- Comply with relevant EEO and WHS regulations.

### POSITION CONTEXT

<table>
<thead>
<tr>
<th>Reports to:</th>
<th>Production Lead</th>
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<tbody>
<tr>
<td>Positions Reporting to:</td>
<td>Nil</td>
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| Key Direct Clients: | • Faculty academics  
• Heads of Department  
• Program Directors  
• Faculty Learning and Teaching staff  
• MGSM Online Team |
| Other Key Relationships: | Learning Innovation Hub Centre staff |
| Budget Accountability: | Nil |
| Role-specific Conditions: | Scope and autonomy: Develops and modifies processes, procedures, systems and/or techniques for the work area and/or contributes to the development of University-wide systems, processes and procedures. |
| Problem solving: | Analyses, designs and develops a range of alternatives and then uses expertise to decide on or recommend the best course of action |
### CAPABILITY FRAMEWORK

Capability Frameworks describe the behaviours, skills, attributes and experience required to successfully perform a position or group of similar positions.

<table>
<thead>
<tr>
<th>COMPETENCIES Clusters of behaviours required for successful performance.</th>
<th>ATTRIBUTES Personal qualities related to successful performance.</th>
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<tbody>
<tr>
<td><strong>Planning and Execution</strong>: Managing time and resources to complete tasks and achieve objectives.</td>
<td><strong>Perseverance</strong>: Persevering despite obstacles to ensure tasks are completed.</td>
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<td><strong>Quality Focus</strong>: Ensuring accuracy and quality when completing tasks.</td>
<td><strong>Flexibility</strong>: Responding effectively to unexpected or changing circumstances.</td>
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<td><strong>Communication</strong>: Effectively grasping and conveying ideas and concepts to others.</td>
<td><strong>Reliability</strong>: Meeting commitments and responsibilities.</td>
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<td><strong>Service Focus</strong>: Making staff, key contacts and their needs a priority.</td>
<td><strong>Interpersonal Impact</strong>: Making a positive impression on others in a range of interpersonal contexts.</td>
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<td><strong>Relationship Management</strong>: Establishing effective working relationships with others.</td>
<td><strong>Resilience</strong>: Dealing effectively with and recovering quickly from setbacks or pressure.</td>
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<td><strong>Teamwork</strong>: Working in collaboration with others to achieve shared goals.</td>
<td><strong>Accountability</strong>: Assuming responsibility for making decisions and delivering agreed outcomes.</td>
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<td><strong>Analysis and Judgement</strong>: Evaluating information and data to solve problems and make decisions.</td>
<td><strong>Creativity</strong>: Questioning the status quo and suggesting non-traditional or original ideas and solutions.</td>
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### REQUIRED KNOWLEDGE
Qualifications, technical and/or professional skills and information needed from day one for successful performance.

- Tertiary qualification with relevant industry experience in the production of high-quality motion graphic content
- Knowledge of motion graphic production and post production workflows, including high level finishing skills including graphic design & integration, audio sweetening, colour correction and final delivery.
- Knowledge of Adobe Creative Cloud including advanced knowledge of After Effects, Photoshop and Illustrator and good knowledge of Premiere Pro.
- Knowledge of editing raw video footage and adding motion graphics to enhance narrative objectives.
- Knowledge of digital user experience principles; and adult learning principles and outcomes;
- Advanced computer skills in online collaboration tools including Office 365 suite.

### ACQUIRED KNOWLEDGE
Organisational and/or professional skills and information to be developed within the first 3 to 6 months in the role for successful performance.

- Knowledge of Faculty functions and structure.
- Knowledge of Faculty policies, systems, processes and procedures.
- Knowledge of University policies, systems, processes and procedures and how to adapt these at the faculty/office level.
- Knowledge of how the University works and how relevant functions across the University interrelate.

### KEY EXPERIENCES
Practical experiences and exposure to specific environments or activities related to successful performance.

- Extensive video production experience within an institutional production environment
- Collaborating with multiple stakeholders often with divergent motivations and objectives.
- Working independently in a complex and dynamic team-based environment
- Demonstrated experience working on multiple video and digital media productions concurrently, from all aspects of pre-production, production, post-production and quality assurance
- Experience in creating instructional videos, infographics, user guides in various digital formats for a technology or system implementation;
- Problem solving skills and demonstrated ability to deliver to deadlines.
- Experience in managing and cataloguing data associated with video production team workflows.