Position Description

Title: UX/UI Designer
HEW Level: Level 7

Faculty/Office: Group Marketing
Position Number:

Department/Team: Content & Creative Team
Date: March 2019

Position Purpose: To design and plan University web page interfaces and produce digital marketing assets that enhance user experience and maximise the creative content of University wide and external communications.

ORGANISATIONAL CONTEXT
The Office of the Deputy Vice-Chancellor (DVC Engagement is accountable for achieving the strategic goals for the University with regard to corporate engagement, advancement and the Macquarie University brand.

The portfolio includes:
• Group Marketing who manage and promote the University's brand, reputation and achievements. It supports the University in delivering programs that differentiate the University’s brand and drive growth in our domestic and international market across all student cohorts.
• The Office of Advancement who lead and support the University’s fundraising and alumni relations endeavours.
• Corporate Engagement who identify, develop and grow relationships with local, national and international corporate partners to support University goals.
• Future Students who develop and implement strategies and initiatives aimed at attracting and converting domestic undergraduate and postgraduate coursework students.

The Content & Creative team is responsible for creating compelling stories tailored for each audience group to create engaging communication with impact to maximise engagement. The team develops creative approaches to communication ensuring a consistent aligned visual identity for the Macquarie University brand.

ORGANISATION CHART
## KEY ACCOUNTABILITIES

- Design and develop digital marketing assets across owned and paid channels to meet client needs and which are aligned with the marketing strategy.
- Plan and design University web page user interfaces including graphic elements and navigation components for an engaging user experience.
- Consult with key stakeholders across the University to understand and evaluate their design needs.
- Develop conceptual ideas through prototypes and proof of concept exercises.
- Contribute to the development of a design process, standards and frameworks.
- Contribute to the creation and maintenance of the design language system and adherence to University wide brand guidelines.
- Comply with relevant EEO and WHS regulations.
- Perform any other duties as required and appropriate for this classification.

## POSITION CONTEXT

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<tr>
<th>Reports to:</th>
<th>Director, Content &amp; Creative</th>
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<tr>
<td>Positions Reporting to:</td>
<td>N/A</td>
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| Key Direct Clients: | • Executive Group  
• CMO  
• Director, Digital  
• Web Manager, Group Marketing  
• CX Manager, Group Marketing  
• Faculty General Managers  
• Heads of Office |
| Other Key Relationships: | • Marketing Planning Directors  
• Faculty and Office staff  
• Specialist Marketing team  
• IT  
• External Agencies and Providers |
| Budget Accountability: | N/A |
| Role-specific Conditions: | N/A |
| 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.

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<tr>
<th>COMPETENCIES</th>
<th>ATTRIBUTES</th>
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<tr>
<td><strong>Planning and Execution</strong>: Managing time and resources to complete tasks and achieve objectives.</td>
<td><strong>Creativity</strong>: Questioning the status quo and suggesting non-traditional or original ideas and solutions.</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>Change Focus</strong>: Adapting to new situations and dealing with change.</td>
<td><strong>Reliability</strong>: Meeting commitments and responsibilities.</td>
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<td><strong>Communication</strong>: Effectively grasping and conveying ideas and concepts to others.</td>
<td><strong>Perseverance</strong>: Persevering despite obstacles to ensure tasks are completed.</td>
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<td><strong>Service Focus</strong>: Making students, staff, key contacts and their needs a priority.</td>
<td><strong>Accountability</strong>: Assuming responsibility for making decisions and delivering agreed outcomes.</td>
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<td><strong>Relationship Management</strong>: Establishing effective working relationships with others.</td>
<td><strong>Integrity</strong>: Maintaining confidentiality, discretion and professionalism.</td>
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<td><strong>Influence and Persuasion</strong>: Gaining other people’s buy-in and engaging their support.</td>
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### REQUIRED KNOWLEDGE
Qualifications, technical and/or professional skills and information needed from day one for successful performance.

- Advanced understanding of user-centred design approaches, interaction design standards and methodology.
- Knowledge of current web standards including best practices for usability and accessibility.
- Advanced knowledge of Adobe Creative suite, Sketch etc.
- Working knowledge of HTML, XHTML, CSS design, cross browser and cross platform compatibility.
- Knowledge of relevant copyright laws.
- Maintain knowledge of latest industry trends within UI design, interaction design and associated space.

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

- Designing visually appealing, user-focused web pages.
- Developing widgets and other designing interface elements.
- Experience in creating storyboards, user flows, process flows and site maps.
- Delivering successful user interfaces on multiple platforms, including mobile.
- Applying user behaviour data and information to create innovative designs and interfaces.
- Working in large scale projects to tight deadlines.
- 4+ years of experience creating mockups, design patterns and navigation/interaction designs.
- Have the ability to work within a small team, but also the ability to work autonomously when required.

### 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 the office’s functions and structure.
Knowledge of the office’s policies, systems, processes and procedures.
Knowledge of what other areas of the University do and how they interact with the office.