Position Description

Title: UX/UI Designer
HEW: Level 7

Faculty/Office: Group Marketing
Position Number:

Department/Team: Digital team
Date: 15 August 2019

Position Purpose: To plan and design University web page interfaces for an engaging user experience as part of the Group Marketing and IT web project.

ORGANISATIONAL CONTEXT
The Office of the Deputy Vice-Chancellor (DVC), Corporate Engagement and Advancement 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 Digital team is responsible for building the reach and impact of communications in the University ‘owned’ media channels. The team leads the web development for the while university engaging all internal stakeholders with a clear vision and process, establishing a one-stop shop for digital advertising.
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<th>KEY ACCOUNTABILITIES</th>
<th>POSITION CONTEXT</th>
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| • Plan and design University web page user interfaces including graphic elements and navigation components for an engaging user experience.  
• Research and analyse user requirements and behaviours through focus groups and website usage data to maximise interface functionality and usability.  
• Map the user journey and site pathways to ensure interface has simple navigation and the visual cues to meet user needs.  
• Review and update the user interface design and pathways for legacy sites ensuring quality visual layout and user experience.  
• Contribute to the development and implementation of web and content governance structures, processes, policies and documentation to maintain quality control over digital assets.  
• Collaborate with the Information Architect to improve the usability and functionality of websites.  
• Build and manage relationships with key internal and external stakeholders.  
• Comply with relevant EEO and WHS regulations  
• Perform any other duties as required and appropriate for this classification. | Reports to: CX Manager  
Positions Reporting to: Direct: nil  
Indirect: nil  
Key Direct Clients: • Executive Group  
• CMO  
• Director, Digital  
• Web Manager, Group Marketing  
• Faculty General Managers  
• Heads of Office  
Other Key Relationships: • Project analytics team  
• Information Architect (UX) and Visual Designer  
• Content Producers, Front-end developer  
• IT  
• Specialist Group Marketing teams  
Budget Accountability: Role-specific Conditions: Nil  
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: Draws on own knowledge, experience and expertise to identify, develop and implement new initiatives, processes and programs. |
## 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>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 articulates key messages, both verbally and in writing, adapting to suit context and audience.</td>
<td><strong>Reliability:</strong> Meeting commitments and responsibilities.</td>
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<td><strong>Service Focus:</strong> Making students, staff, alumni and other 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>Integrity:</strong> Maintaining confidentiality, discretion and professionalism.</td>
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## REQUIRED KNOWLEDGE
Qualifications, technical and/or professional skills and information needed from day one for successful performance.

- Degree or equivalent extensive experience in web UX design, visual design or related discipline and/or extensive relevant experience.
- Advanced understanding of user-centred design approaches, interaction design standards and methodology.
- Knowledge of current web standards including best practices for usability and accessibility.
- Knowledge of Analytics and User testing software (Qualtrics, Optimal Workshop, GA, heatmapping, etc).
- Advanced knowledge of Adobe Creative Suite including Photoshop, InDesign, Illustrator with Sketch and Invision.
- Knowledge of HTML, XHTML, CSS design, cross browser and cross platform compatibility, Access, MySQL and JavaScript.

## 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.
Understanding the external market/context relevant to their areas of expertise/specialisation.
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.

- Researching and analysing user needs and behaviours.
- Experience in creating storyboards, user flows, process flows and site maps.
- Applying user behaviour data and information to create innovative designs and interfaces.
- Developing wigits and other designing interface elements.
- Delivering successful user experiences on multiple platforms, including mobile.
- Designing visually appealing, user-focused web pages.
- Working in large scale projects to tight deadlines.