Position Description

Title: Digital Designer

HEW: HEW Level 8

Faculty/Office: Group Marketing

Position Number:

Department/Team: Content, Creative & Brand Team

Date: November 2020

Position Purpose: To develop and manage the design system, designing and enhancing the University’s digital assets across web, mobile and social platforms to maximise usability and accessibility.

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.
- Macquarie International (MI) is responsible for the design and delivery, in partnership with Faculties and key portfolios, of the university’s global engagement across international student recruitment, academic pathways and collaborations, and strategic partnerships.
- Future Students who develop and implement strategies and initiatives aimed at attracting and converting domestic undergraduate and postgraduate coursework students.

ORGANISATION CHART
**KEY ACCOUNTABILITIES**

- Develop and manage Macquarie University’s ‘Global Experience Macquarie’ (GEM) design system to ensure usability, accessibility, and web standards with a responsive/mobile design are met.
- Ensure correct application of Macquarie University’s brand guidelines, and create consistency in designs across all company platforms.
- Work with the creative director, web production team, and digital director to translate and create marketing requirements into compelling, appropriate campaigns and designs.
- Offer advice on best practices design and UX/UI, including acting as the brand guardian for digital design.
- Translate wireframes into simple, easy-to-use user interfaces.
- Collaborate with the UX team to improve the usability and functionality of websites.
- Contribute to the development and implementation of design, web and content governance structures, processes, policies and documentation to maintain quality control over digital assets.
- Build and manage relationships with key internal and external stakeholders, engaging effectively with key stakeholders across the University to understand and evaluate their design needs.
- Comply with relevant EEO and WHS regulations
- Perform any other duties as required and appropriate for this classification.

**POSITION CONTEXT**

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<thead>
<tr>
<th>Reports to:</th>
<th>Director Content, Creative &amp; Brand</th>
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<tbody>
<tr>
<td>Positions Reporting to:</td>
<td>Direct: nil</td>
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<tr>
<td>Indirect: nil</td>
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**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/or modifies programs, processes, systems and/or policies that may impact University-wide projects, process improvements and/or initiatives.

**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.

<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 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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<tr>
<td><strong>Perseverance:</strong> Persevering despite obstacles to ensure tasks are completed.</td>
<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.

- 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, Invision, Zeplin.
- Knowledge of latest industry trends within UI design, interaction design and associated space.
- Demonstrated understanding of design impacts on frontend coding.

### 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.

- 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.
- Working on multi-channel digital advertising/marketing campaigns
- At least 5 years' experience creating mockups, design patterns and navigation/interaction designs.
- Experience working in a small team, as well as effectively working autonomously when required.