

ABC POSITION DESCRIPTION

Division: <i>DIGITAL NETWORK</i>	Position Title: <i>Digital Design Lead</i>
Department: <i>Service Design</i>	Classification: <i>Technologist (Schedule A) Band 8-9 (Rostered 2 weeks cycle) Unrestored</i>
Location: <i>Ultimo, Sydney</i>	Position No: <i>TBC</i>
Reporting to: <i>Digital Design Manager</i>	Approval:
<p>Purpose: Provide leadership to a team of designers whose focus is to create innovative and audience insight-led products and services in line with ABC's Network Strategy and the Digital Network's plan using Human-Centered-Design methodologies.</p>	
<p>Key Accountabilities:</p> <p><i>Design and Strategic Leadership</i></p> <ul style="list-style-type: none"> Exhibit design leadership, including creative and strategic thinking across a range of projects and platforms. Effectively scope and plan the execution of our audiences end to end digital product experience balancing audience insights, ABC and DN strategy, content requirements, digital and service design frameworks, and accessibility. Collaborate with Digital Network leaders to articulate and deliver audience led digital products and services, and evolve effective design practices and tools. Deliver measurable results through collaborative and transparent team work and a relentless focus on what's best for the ABC and its audience. Scope, direct and implement the design contribution within agile cross functional teams and practices, aligning the desired audience experience with technical feasibility and delivery. Collaborate with the Head of Service Design, the Service Design Manager, the Digital Design Manager and SD team leads to design and implement the DN Service Design Strategy. <p><i>People Leadership</i></p> <ul style="list-style-type: none"> Build and lead a team of multi-disciplinary designers which may include User Experience Designers, Interaction Designers, Visual Designers, Illustration/Animation designers and other design resources as needed. Provide direction to team of designers particularly within cross functional product teams to implement design solutions. In line with the Digital Design Manager, develop skills and capability of a design team(s) including critical design thinking, HCD practices, effective routines and technical skills to support creativity, problem solving and accountability. Support teams with stakeholder and team engagement – taking an active lead in problem solving, ideation and the pursuit of creative excellence. Mentor, coach and support members of the design team, advocating for their needs in terms of delivery, professional development and a positive working culture. <p><i>Stakeholder Management</i></p> <ul style="list-style-type: none"> Work directly with stakeholders to develop insight led design solutions based on identified audience behaviors, needs, goals, and best practice. Work closely with the Service Design teams to integrate service design insights and artefacts into the digital design process and delivery. Collaborate with stakeholders and DN teams to establish business requirements and plan the desired solution. Work collaboratively with cross functional teams to generate and validate design concepts and solutions through frequent co-design, prototyping, user testing and audience feedback (with internal and external users). Frame ABC product development through Experience Design and Human-Centered-Design methodologies, facilitating the collaboration of stakeholders and project/product teams. Actively promote the ABC values and apply all relevant workplace policies and guidelines. 	

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- All ABC staff are required to cooperate with any reasonable instruction, procedure or policy relating to safety, and take reasonable care for their own safety and that of other persons who may be affected by their conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Divisional Directors and Other Officers.

Key Capabilities/Qualifications/Experience:

- Tertiary qualifications in Design, Media or other related field.
- Proven experience of positively managing designers to deliver design product solutions for multiple clients/brands across a range of digital platforms and mediums including planning and, coaching and supervision.
- Working knowledge of current technologies and methodologies and their application to digital media, content and product design.
- Design skills specialisation in two more areas of digital design including visual design, interface design, user experience, interaction design, ideally at an network/enterprise level.
- Proven experience designing and delivering applications and services that balance user needs, business interests, and technological constraints.
- Ability to articulate complex solutions clearly to team members and stakeholders.
- Ability to embrace ambiguity and thrive within a multidisciplinary environment and deliver innovative design outcomes, iteratively within short timeframes to the highest-standards.
- An understanding of and commitment to the ABC's aims, values and workplace policies.