



POSITION DESCRIPTION

Position Title	DIGITAL DESIGN LEAD	Position No.	50061413
Team	Product & Content Technology	Classification	Technologist
Department	Product Design	Schedule Roster Cycle	Schedule A Non-Rostered
Location	Ultimo	Band / Level	Band 9
Reports to	DIGITAL DESIGN MANAGER 50050105	HR Endorsement	18/05/2021

Purpose

Lead and execute design across all ABC Core Web products, within digital products, such as the ABC homepage, ABC Emergency experience, and the ABC Everyday site, including leading the design and research backlogs for all these products in line with ABC strategy and objectives.

Key Accountabilities

- When applicable, provide significant technical leadership, guidance and support to designers in the Core web team and drive and develop the team's capabilities in Product Design in line with business strategy and objectives.
- As part of the Product Design Leadership team, drive a collaborative and high performing culture to ensure delivery of strategic goals.
- Expertly plan and design high level initiatives to inspire and/or articulate a vision to meet business requirements.
- Lead all discovery streams for Core Web products, as well as initial ideas, concepts, interaction models, user interfaces and overall user experience; and ensure all insights from products are shared with the other leads and the broader design team.
- Expertly develop designs with a forward-thinking outlook that is open to exploring new ideas and approaches.
- Collaborate with other leads, in particular Research and Visual Design Leads, to prioritise design and research efforts to ensure the delivery of appropriate business outcomes.
- Develop and foster strategic and effective working relationships with relevant stakeholders, within Digital Product and other teams across the ABC, to design and implement Product Design strategies.
- Be highest level of reference for technical specialist advice and advance the Digital Design domain by defining quality standards and ensuring that the best work is consistently performed at every stage of the engagement.
- Advocate and proactively grow interest in the work produced and generate excitement about Product Design across the ABC.
- Advance the Design Language System (DLS) pattern library, by working closely with the DLS team, to ensure best practice UI and the application of the DLS within products.
- Keep up to date with the latest developments and trends in Product Design and drive the development of new ideas, approaches and tooling.
- Actively promote the ABC values and apply all relevant workplace policies and guidelines.
- Cooperate with any reasonable instruction, procedure or policy relating to safety and take reasonable care for your own safety and that of other people who may be affected by your conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Team Directors, and other Officers.





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Key Capabilities/Qualifications/Experience

1. Tertiary qualification in relevant discipline, or demonstrated equivalent significant skills, knowledge and experience.
2. Demonstrated highly developed ability to design and lead user experiences for websites and applications, including extensive understanding of DLS's patterns and principles.
3. Highly developed capabilities to create user experience principles/models, interaction patterns, information architectures, graphic designs and design systems.
4. Highly developed capabilities in Product Design.
5. Demonstrated significant experience in leading, supporting and developing employees.
6. Outstanding communication and interpersonal skills with proven ability to communicate effectively with stakeholders at a number of levels and develop strategic working relationships.
7. Outstanding project management and organisational skills with the ability to manage and prioritise projects and deliver on tight deadlines.
8. Highly developed problem-solving skills with strategic reasoning and judgement skills.
9. Demonstrated significant experience working in agile, collaborative and cross functional environments.
10. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
11. **ABC Policies:** Understanding of the relevance and scope of ABC policies and the ABC Principles and a commitment to adhere to these; particularly in relation to complying with health, safety and wellbeing requirements in the workplace and acting in accordance with the ABC Principles.
12. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.