



# Position Description

**Job Stream:** Design

**Position Title:** Senior Designer

**Competency Grade:** 3

**Reports to:** Head of Design

**Direct Reports:** N/A

## **Job Purpose:**

This senior position is responsible for leading the design efforts on both web-based projects and our product development endeavours.

Our endeavours range from short, sharp web development projects through to multi-month, deep product design projects. As a senior you will be able to deliver a beautiful design for a complex website one sprint, and pivot to efficient product UX and UI design the next. You are flexible, excited by multiple challenges, and able to exert the right level of effort commensurate with the commercial opportunities of each piece.

At its core, this role is about solving customer requirements using sharp, incisive UX and UI design in a way that delights our internal and external stakeholders. You are not just “hitting things with the pretty stick”, you are solving business problems and maximising social good impact through your innovative approaches.

This wide-ranging role works across all our key brands - Heartburst (NFP focus), Day3 (commercial focus) and Generous (donation platform).

The Senior Designer is expected to substantially meet the competency requirements of our Enterprise Competency Framework, covering technical, personal and general professional competencies. These are included in this PD. All employees are required to comply with (and help improve) our operational and delivery processes as defined in the Company Manual and associated Policies, and procedural documentation available online to all staff. In particular, all staff are required to observe our Code of Conduct.

This position requires a team player, astute at communication with internal stakeholders from development and delivery and delivery functions. Working collaboratively with other members of the design team, the Senior Designer will provide mentorship to colleagues, and professional consultation to external clients.

# Competencies

## Technical

Competency	Description
Design Principles	<ul style="list-style-type: none"> <li>• Applies design principles innately, consistently producing the "wow" factor in design work.</li> <li>• Can work quickly and performs in high pressure situations (e.g. budget restraint)</li> </ul>
Typography	<ul style="list-style-type: none"> <li>• Deep understanding of typography</li> <li>• Aware of current trends</li> <li>• Applying typographic skills to brand/logo development</li> <li>• Writing style guides for typographic use</li> <li>• Consulting with clients on brand development</li> </ul>
Colour	<ul style="list-style-type: none"> <li>• Consults with clients on brand colour palettes</li> </ul>
Iconography	<ul style="list-style-type: none"> <li>• Creative directs the development of iconography assets.</li> </ul>
Illustration	<ul style="list-style-type: none"> <li>• Advanced ability to illustrate across multiple styles and genres.</li> <li>• Demonstrates a natural and well developed artistic flair.</li> </ul>
Ideation	<ul style="list-style-type: none"> <li>• Develops ideas in the design space</li> <li>• Able to present ideas and design concepts to clients in a way that demonstrates reasoning and linkage to organisational core purpose and branding.</li> </ul>
Image manipulation	<ul style="list-style-type: none"> <li>• Advanced image/photo editing.</li> <li>• Advanced creation of vector imagery.</li> </ul>
Creative Process	<ul style="list-style-type: none"> <li>• Demonstrates knowledge of job planning and development</li> <li>• Leads creative processes</li> </ul>
Use of digital design tools	<ul style="list-style-type: none"> <li>• Advanced understanding of design tools including deep design systems and component libraries</li> <li>• Ability to code HTML/CSS page designs</li> <li>• Can use and exploit web content management system platforms, such as WordPress.</li> <li>• Advanced animation tools</li> <li>• Educating other staff about tools</li> </ul>

UX Design	<ul style="list-style-type: none"> <li>● Advanced human centred design thinking.</li> <li>● Useability tests</li> <li>● User stories and epics</li> <li>● Deep personae analysis</li> </ul>
UI Design	<ul style="list-style-type: none"> <li>● Reflects and improves on organisational design systems.</li> <li>● Is adept at writing the design-related portion of web or other client briefs.</li> <li>● Can lead design components of ideation workshops</li> <li>● Ensures accessibility is built into designs</li> </ul>
Branding	<ul style="list-style-type: none"> <li>● Can develop a brand concept for a client / product including the brief, the brand strategy, the brand values, the brand ideas and the brand identity</li> </ul>
Design systems	<ul style="list-style-type: none"> <li>● Develops standards for design systems.</li> <li>● Ensures consistency in design system application across clients and multiple internal brands.</li> <li>● Conducts training on design systems for other departments</li> </ul>
Client Feedback	<ul style="list-style-type: none"> <li>● Can consult with client on challenging feedback items.</li> <li>● Can apply commercial judgement to design feedback decisions.</li> <li>● Can negotiate design approval.</li> </ul>
Design strategy	<ul style="list-style-type: none"> <li>● Contribute to design strategy</li> <li>● Develops content strategy to fulfil marketing strategy or campaign goals</li> </ul>
Animation	<ul style="list-style-type: none"> <li>● Applies advanced animation skills.</li> <li>● Ability to interface with development team for implementation of animation</li> </ul>
Design Principles	<ul style="list-style-type: none"> <li>● Hierarchy—&gt; creates organisation</li> <li>● Balance—&gt; provides stability and structure to a design, either through symmetry or tension of elements.</li> </ul>
Photography	<ul style="list-style-type: none"> <li>● Consults with clients on photography acquisition and planning.</li> </ul>
Experimentation	<ul style="list-style-type: none"> <li>● Tracks the results of tests and experiments (AB tests, beta tests etc)</li> <li>● Deploys mechanisms to track user behaviour and experiments</li> </ul>
User research	<ul style="list-style-type: none"> <li>● Customer interviews</li> <li>● Surveys</li> <li>● Co-creation with customers</li> </ul>



## General Professional

Finance	<ul style="list-style-type: none"> <li>Understands and can articulate the need to deliver work within agreed budgets / timeframes</li> </ul>
Business Process Improvement	<ul style="list-style-type: none"> <li>Assesses the feasibility of business process changes and recommends new approaches.</li> <li>Manages the execution of business process improvements.</li> <li>Contributes significantly to continuous improvement initiatives.</li> </ul>
Sales	<ul style="list-style-type: none"> <li>Able to engage with senior client personnel of equivalent role or job function in a sales content to provide authoritative information / address queries or sales objections.</li> </ul>
Consultancy	<ul style="list-style-type: none"> <li>Seeks to fully address client needs, enhancing the capabilities and effectiveness of client personnel, by ensuring that proposed solutions are properly understood and appropriately exploited.</li> </ul>
Project Management	<ul style="list-style-type: none"> <li>Oversees task estimation and provides project-level estimates in a sales or delivery content.</li> <li>Provides estimates for highly complex, technical tasks, may involve customisation, integration or new technologies.</li> <li>Provides advice to more junior staff on estimation .</li> </ul>
Change management	<ul style="list-style-type: none"> <li>Can recount anecdotes of change impact on projects observed.</li> <li>Proactively engages customers in discussions on the change impact of their projects and what project activities might be planned (with or without our assistance) to mitigate the risks and issues associated to the change impact.</li> </ul>
Travel flexibility	<ul style="list-style-type: none"> <li>Can travel interstate overnight at short notice.</li> </ul>
Time flexibility	<ul style="list-style-type: none"> <li>Able to contribute peak effort where required, but is also able to take balance time to maintain personal equilibrium.</li> </ul>

## Behavioural Competencies

Behavioural	<ul style="list-style-type: none"> <li>• Supports or manages others through formal or informal channels.</li> <li>• Manages, supports, encourages, directs, coaches, communicates, works with, supervises.</li> </ul>
Manage self (show self-awareness, motivation and a commitment to learning)	<ul style="list-style-type: none"> <li>• Recognises impact of own behaviour and emotions on others and adjusts accordingly.</li> <li>• Shows commitment to achieving challenging and complex goals.</li> <li>• Demonstrates a high level of personal motivation.</li> <li>• Seeks and responds positively to constructive feedback and guidance.</li> <li>• Actively seeks to acquire new skills and develop strengths.</li> </ul>
Display resilience (constructively deal with and recover from challenges and obstacles)	<ul style="list-style-type: none"> <li>• Is flexible, adaptable and maintains appropriate self-care</li> <li>• Constructively raises and works through issues and challenges and seeks alternative solutions</li> </ul>
Communicate effectively (convey and collect information and opinions, one on one or in groups)	<ul style="list-style-type: none"> <li>• Encourages others to contribute inputs</li> <li>• Uses non-verbal skills to create opportunities for others to be heard</li> <li>• Anticipates and addresses key areas of interest for the audience and adapts style accordingly</li> <li>• Tailors communication to the audience</li> <li>• Clearly explains complex concepts and arguments to create shared understanding with individuals and groups</li> <li>• Creates opportunities for others to contribute to discussion and debate</li> <li>• Causes understanding in others by developing logical and well-reasoned arguments</li> <li>• Writes fluently in a range of styles and formats</li> </ul>
Manage relationships (build healthy and constructive relationships with internal and external stakeholders)	<ul style="list-style-type: none"> <li>• Fosters cooperation across workgroups</li> <li>• Works intentionally towards effective partnerships with other workgroups as applicable</li> <li>• Translates communications/stakeholder engagement strategies into specific activities and deliverables.</li> <li>• Facilitates open communication and discussion between stakeholders, acting as a single point of contact by developing, maintaining and working to stakeholder engagement strategies and plans.</li> </ul>

<p>Influence others (having an impact through influencing and negotiating with understanding, compassion and empathy)</p>	<ul style="list-style-type: none"> <li>● Uses appropriate interpersonal styles and methods to assert own ideas, give and receive constructive feedback and gain the agreement or acceptance of others</li> <li>● Influences others with a fair and considered approach and sound arguments based on facts, knowledge and experience</li> <li>● Negotiates from an informed and credible position</li> <li>● Encourages others to talk, share and debate ideas to achieve agreement</li> <li>● Recognises and explains the need for compromise</li> <li>● Preempts and minimises conflict</li> <li>● Demonstrates compassion, empathy, sensitivity and understanding in resolving conflicts and differences</li> <li>● Manages challenging relations with internal and external stakeholders</li> </ul>
<p>Work collaboratively (collaborate with others and value their contribution)</p>	<ul style="list-style-type: none"> <li>● Models and promotes teamwork and encourages a culture of recognising the value of collaboration</li> <li>● Builds culture of consultation and works proactively to overcome barriers to collaboration</li> <li>● Fosters productive working relationships and team well-being</li> <li>● Encourages and cooperates with others to achieve common goals</li> </ul>
<p>Make sound decisions (make informed decisions that align with strategy and meet organisational objectives)</p>	<ul style="list-style-type: none"> <li>● Makes decisions that are focused on achieving organisational strategy and outcomes</li> <li>● Recognises the impact of feelings and facts in decision making</li> <li>● Discerns the impact of decisions within and outside of own team/department</li> <li>● Makes decisions in the face of diverse opinions or complex/crisis situations</li> <li>● Uses valid, reliable and sufficient information to make decisions</li> <li>● Makes decisions that are consistent with values, policies and procedures</li> </ul>