



# Position Description

**Job Stream:** Design

**Position Title:** Web Designer

**Competency Grade:** 2

**Reports to:** Head of Design

**Direct Reports:** N/A

**Job Purpose:**

This position contributes to 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. In this role 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.

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 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 Web 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, with solid communication skills for dealing with internal stakeholders from our development and delivery functions.

## Competencies

### Technical

Competency	Description
Design Principles	<ul style="list-style-type: none"> <li>Ability to apply design principles to create aesthetically pleasing, and effective designs.</li> <li>Solves problems for clients with designs</li> </ul>
Typography	<ul style="list-style-type: none"> <li>Designs legible, aesthetically pleasing typographic layouts.</li> <li>Applies innovative use of technical typographic configurations (of line-height and tracking)</li> <li>Consults with clients on font usage.</li> </ul>
Colour	<ul style="list-style-type: none"> <li>Advanced application of effective and aesthetic colour use.</li> <li>Implements colour palettes within design systems.</li> </ul>
Iconography	<ul style="list-style-type: none"> <li>Uses iconography within design work routinely.</li> <li>Ability to design icon sets, ensuring icons have consistent use of design principles.</li> </ul>
Illustration	<ul style="list-style-type: none"> <li>Ability to create aesthetically pleasing illustrations according to their personal design style.</li> </ul>
Ideation	<ul style="list-style-type: none"> <li>Uses moodboards to understand a brief, demographic, a client and the competition.</li> <li>Uses wireframes to approximate the layout of a design and figure out the placement of key design elements.</li> </ul>
Image manipulation	<ul style="list-style-type: none"> <li>Competent in the use of image manipulation tools</li> <li>Competent in retouching images, including resampling, retouching, colour correction, and recomposition</li> <li>Competent in creating and editing vector based imagery.</li> </ul>
Creative Process	<ul style="list-style-type: none"> <li>Demonstrates original ideas in the planning process</li> <li>Demonstrates a strong design aesthetic</li> <li>Interprets briefs to develop a good understanding of customer requirements</li> <li>Uses techniques such as brainstorming, wireframing and feedback to support ideation</li> </ul>

Use of digital design tools	<ul style="list-style-type: none"> <li>● Solid experience with digital design software: <ul style="list-style-type: none"> <li>○ Figma</li> <li>○ Sketch</li> <li>○ Adobe XD</li> <li>○ Adobe Photoshop</li> <li>○ Adobe Illustrator</li> </ul> </li> <li>● Understanding of responsive design/animation tools e.g. Webflow</li> <li>● Understanding of HTML and CSS</li> <li>● Proficient with client feedback tools such as InVision, Figma Comments etc.</li> <li>● Strong understanding CMS platform information architecture</li> </ul>
UX Design	<ul style="list-style-type: none"> <li>● Applies human centred design thinking.</li> <li>● User / customer journeys</li> <li>● Personas and user scenarios</li> </ul>
UI Design	<ul style="list-style-type: none"> <li>● Designs high definition interactive prototypes</li> <li>● Applies organisational design principles in everyday work</li> <li>● Uses rapid sketching techniques to introduce and discuss design ideas</li> <li>● Participates in ideation workshops</li> <li>● Considers accessibility in UI design</li> <li>● Applies principles of human centred design</li> </ul>
Branding	<ul style="list-style-type: none"> <li>● Experienced with brand style guides, executing with and extending on brand elements according to guidelines.</li> <li>● Articulates brand through the application of logos, colours, typography, illustration, photography, graphic elements.</li> <li>● Logo design experience.</li> </ul>
Design systems	<ul style="list-style-type: none"> <li>● Designs components for use within design systems</li> <li>● Able to interact with developers for the application of design into a design system</li> </ul>
Client Feedback	<ul style="list-style-type: none"> <li>● Adept at responding to client feedback using feedback functions within design tools.</li> <li>● Educates clients on use of design feedback tools.</li> <li>● Pays attention to a high level of detail in responding to client feedback.</li> <li>● Understands design approval process.</li> </ul>
Design strategy	<ul style="list-style-type: none"> <li>● Conducts market research and analysis</li> </ul>
Animation	<ul style="list-style-type: none"> <li>● Ability to animate design assets for use in design prototypes.</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>● Has an eye for photography and helps select photos for use in projects/branding.</li> </ul>

Experimentation	<ul style="list-style-type: none"><li>• N/A</li></ul>
User research	<ul style="list-style-type: none"><li>• Useability tests</li><li>• User stories and epics</li></ul>

## General Professional

Finance	<ul style="list-style-type: none"> <li>N/A</li> </ul>
Business Process Improvement	<ul style="list-style-type: none"> <li>Analyses and designs business processes</li> <li>Identifies alternative solutions to exploit new technologies and automation.</li> <li>Develops graphical representations of business processes to facilitate understanding and decision making.</li> <li>Contributes to the definition of organisational policies, standards, and guidelines for business process improvement.</li> </ul>
Sales	<ul style="list-style-type: none"> <li>Able to demonstrate a capability relevant to their role (technical, marketing, etc) to prospective clients</li> </ul>
Consultancy	<ul style="list-style-type: none"> <li>Takes responsibility for understanding client requirements, collecting data, delivering analysis and problem resolution.</li> <li>Identifies, evaluates and recommends options, implementing if required.</li> <li>Collaborates with, and facilitates stakeholder groups, as part of formal or informal consultancy agreements.</li> </ul>
Project Management	<ul style="list-style-type: none"> <li>Owens task estimation in a sales or delivery context.</li> </ul>
Change management	<ul style="list-style-type: none"> <li>Can raise questions and basic suggestions with customers on the change impact of their projects.</li> </ul>
Travel flexibility	<ul style="list-style-type: none"> <li>Is mobile and can travel interstate on a day trip</li> </ul>
Time flexibility	<ul style="list-style-type: none"> <li>Readily puts in time effort over and above the minimum requirements, particularly during periods where workloads are higher, such as tender responses.</li> </ul>

## Behavioural Competencies

Behavioural	<ul style="list-style-type: none"> <li>• Works well without, or with limited supervision.</li> <li>• Applies, demonstrates, offers, reflects on, resolves, identifies, is active/proactive.</li> </ul>
Manage self (show self-awareness, motivation and a commitment to learning)	<ul style="list-style-type: none"> <li>• Regulates own behaviour and responds appropriately.</li> <li>• Shows active commitment to achieving work and training goals.</li> <li>• Maintains own motivation when the task becomes difficult.</li> <li>• Recognises own limitations and actively seeks feedback from others to learn and grow.</li> </ul>
Display resilience (constructively deal with and recover from challenges and obstacles)	<ul style="list-style-type: none"> <li>• Offers opinions and works through challenges constructively</li> <li>• Does not give up when faced with obstacles</li> <li>• Displays an optimistic approach to work</li> </ul>
Communicate effectively (convey and collect information and opinions, one on one or in groups)	<ul style="list-style-type: none"> <li>• Clarifies own understanding</li> <li>• Monitors own and others' non-verbal cues and adapts where necessary</li> <li>• Focuses on key points and speak in 'Plain English', avoiding or explaining jargon that is used</li> <li>• Clearly explains and presents ideas and arguments</li> <li>• Requests and provides information in well written formats</li> <li>• Prepares written material that is well structured and easy to follow by the intended audience</li> <li>• Communicates routine technical and specialist information clearly</li> </ul>
Manage relationships (build healthy and constructive relationships with internal and external stakeholders)	<ul style="list-style-type: none"> <li>• Works proactively as required with colleagues and partners within and outside the company.</li> <li>• Captures and disseminates technical and business information.</li> <li>• Provides informed feedback to assess and promote understanding.</li> <li>• Identifies the communications and relationship needs of stakeholder groups.</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>● Utilises facts, knowledge and experience to support recommendations</li> <li>● Respectfully provides own point of view and works to understand the perspectives of others</li> <li>● Identifies others' concerns and expectations</li> <li>● Works towards solution-focused and mutually satisfactory outcomes</li> <li>● Identifies and resolves issues in discussion with other staff and stakeholders</li> <li>● Responds constructively to conflict and disagreements with appropriate levels of compassion and empathy</li> <li>● Keeps discussion focused on the key issues</li> <li>● Adopts a 'solution-focused' approach to dealing with conflict</li> <li>● Is ready to put aside personal differences for the wider benefit</li> </ul>
<p>Work collaboratively (collaborate with others and value their contribution)</p>	<ul style="list-style-type: none"> <li>● Supports others in challenging situations and acknowledges outcomes that were achieved by effective collaboration</li> <li>● Proactively contributes to a positive team spirit</li> <li>● Engages with others to share information and solve issues and problems jointly</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>● Discerns the immediate implications of decisions</li> <li>● Actively seeks out input from others and shares own ideas to achieve best outcomes</li> <li>● Makes sound, timely decisions leading to effective service delivery</li> </ul>