

<b>POSITION TITLE:</b>	<b>Digital Designer</b>
<b>FTE:</b>	<b>1.0 (38 hours per week)</b>
<b>CLASSIFICATION:</b>	<b>Band 4.1</b>
<b>DIVISION:</b>	<b>Corporate Business</b>
<b>PROGRAM:</b>	<b>Marketing &amp; Fundraising</b>
<b>LOCATION:</b>	<b>Narre Warren, as well as work performed at the request of the agency at any Windermere location</b>
<b>TENURE:</b>	<b>12 months parental leave contract</b>
<b>DATE:</b>	<b>February 2020</b>

## 1. ABOUT WINDERMERE

Windermere is an independent community service organisation, working across south east Victoria to help those who need it most. Since our beginning more than 150 years ago, we have been working to create a stronger, more connected and supported community. Our support comes in many forms as we work together to find the right solutions for the many and varied complex issues faced by children, families and individuals in our community.

Our aim is to get in early by providing programs and services within five primary areas:

- Family Wellbeing to create positive behavioural changes, greater understanding and respond to violence and/or neglect
- Childhood Development, Education & Support including child care and services for children and adults with developmental delays and disability
- Assistance and support for victims of trauma, assault and/or violent crime
- Community Strengthening designed to respond quickly to critical and emerging needs.
- Homelessness services to support individuals and families to secure and maintain accommodation and to build capacity to reduce the cycle of homelessness

We believe that everyone is someone in our community and that is reflected in our approach with those we work with every day. Whilst we receive funding for some services from state and federal governments, others are funded solely by donors and sponsors to whom we are truly grateful.

## 2. OUR PURPOSE, VISION AND VALUES

### Our Purpose:

We get in early to make a difference in the lives of individuals, families and communities

### Our Vision:

A stronger, connected and supported community

### Our Promise:

Our many services working together with you for a better life

### 3. KEY RESULT AREAS, RESPONSIBILITIES AND PERFORMANCE MEASURES

Key Result Areas	Responsibilities	Performance Measures
<b>Management of the design brief process</b>	<ul style="list-style-type: none"> <li>• Work with relevant units to assist in the completion of a design brief</li> <li>• Manage incoming briefs in order of priority</li> </ul>	<ul style="list-style-type: none"> <li>• Each task or project is managed 2-3 changes, depending on complexity</li> <li>• Project are delivered on time and meeting/exceeding expectations</li> </ul>
<b>Digital creative and asset design</b>	<ul style="list-style-type: none"> <li>• Production of digital assets including EDM templates, home page banners and tiles, graphics and landing pages, social media assets</li> <li>• Input into design and production execution of rich media content including video</li> <li>• Source, re-size and manipulate media appropriately for channel</li> <li>• Design of animated and rich media assets where required, collaborating closely with marketing and services team on content and production</li> <li>• Creating HTML eDMs from design concepts where required</li> </ul>	<ul style="list-style-type: none"> <li>• Timely activation of assets</li> <li>• Meeting briefed budgets</li> <li>• Increases in channel conversions and engagement</li> </ul>
<b>Graphic design</b>	<ul style="list-style-type: none"> <li>• Design creative artwork across multiple print mediums, including both corporate and consumer communications which may include reports, brochures, flyers, advertising, POS, printed newsletters, stationery</li> </ul>	<ul style="list-style-type: none"> <li>• Timely delivery of print collateral and materials</li> <li>• Meeting briefed budgets</li> </ul>
<b>Website design and UX</b>	<ul style="list-style-type: none"> <li>• Updating and maintaining landing pages and website content via the CMS (Windermere.org.au - Umbraco &amp; Toomah.com.au - Wordpress)</li> <li>• Building UI elements such as CTAs, banners, page layouts, page designs, page flows, and target links for landing pages</li> <li>• Using understanding of best practice SEO, UX , UI and A/B Testing to drive online conversions</li> <li>• Continued development of page design to improve the site according to innovative trends</li> <li>• Using page and site performance data to look for new opportunities to enhance the digital experience for users</li> <li>• Ensure currency of website content via use of Windermere website staff 'champions'</li> </ul>	<ul style="list-style-type: none"> <li>• Review and revise current review process to keep website content up to date</li> <li>• Regularly updated content <ul style="list-style-type: none"> <li>○ No outdated information</li> <li>○ No broken links</li> </ul> </li> <li>• Website performance measurement report <ul style="list-style-type: none"> <li>○ Conversions</li> <li>○ Time on page</li> <li>○ Bounce rate</li> </ul> </li> <li>• Consistency with brand guidelines</li> </ul>
<b>Visual identity of social media platforms</b>	<ul style="list-style-type: none"> <li>• Maintain look and feel of social media pages in conjunction with marketing team</li> </ul>	<ul style="list-style-type: none"> <li>• Consistent look and feel across all Windermere platforms</li> </ul>
<b>Branding</b>	<ul style="list-style-type: none"> <li>• Ensuring all design is consistent with brand guidelines and designed for longevity</li> <li>• Ensure a consistent brand and visual identity is practiced throughout the organization</li> <li>• Review and update the brand and identity guidelines as needed</li> <li>• Oversee branding and creative execution of merchandise catalogue</li> </ul>	<ul style="list-style-type: none"> <li>• All branded material clearly follows the established identity guidelines and in line with style guide</li> </ul>
<b>Photography, videography and other media</b>	<ul style="list-style-type: none"> <li>• Source stock photography/video when needed in line with brand guidelines</li> <li>• Secure adequate imagery and footage via use of relevant artist or personally being present at Windermere events, PR opportunities and attend</li> </ul>	<ul style="list-style-type: none"> <li>• Manage image and video within budget guidelines</li> <li>• Attend required events as directed by Manager</li> <li>• Maintain an up to date catalogue of assets</li> </ul>

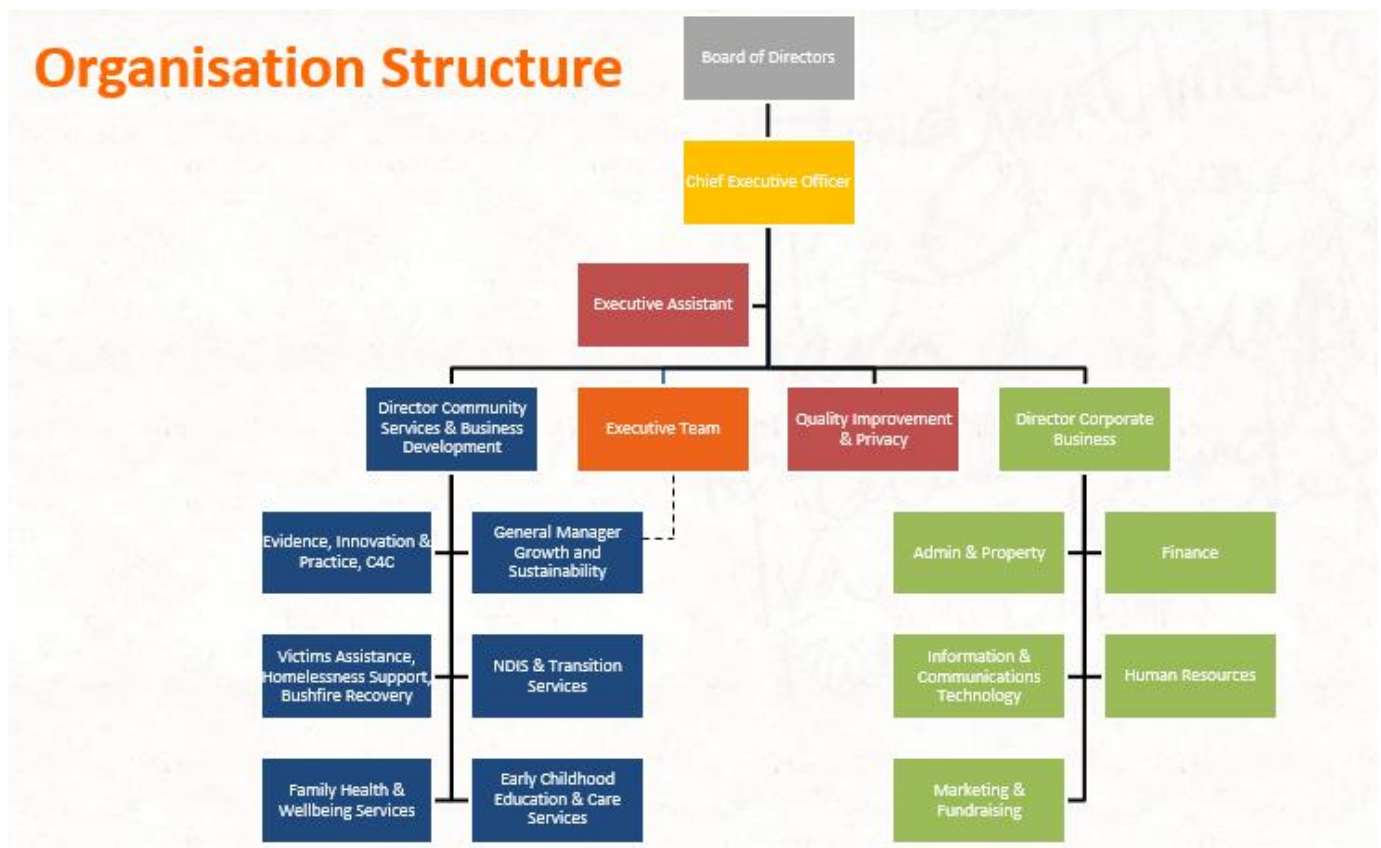
	<p>project work to take photos/video for future publication use.</p> <ul style="list-style-type: none"> <li>• Manage digital asset system in line with Windermere media policy</li> <li>• Ensure all digital assets are kept securely and are easy to find</li> </ul>	<ul style="list-style-type: none"> <li>• All jobs include appropriate consent forms</li> </ul>
<b>Supplier relationship management</b>	<ul style="list-style-type: none"> <li>• Source and manage suitable suppliers, including signage, printers, graphic designers, digital production agencies, website developers and photographers</li> <li>• Maintain an updated preferred supplier register</li> </ul>	<ul style="list-style-type: none"> <li>• Efficient management of external suppliers</li> <li>• Maintaining of supplier relationships</li> <li>• Keeping within Design budget</li> <li>• Meeting production deadlines</li> </ul>
<b>Related Duties</b>	<ul style="list-style-type: none"> <li>• Cooperate with internal stakeholders and on additional projects or tasks, utilising position's skill set and experience.</li> </ul>	<ul style="list-style-type: none"> <li>• Willingness to cooperate in assisting team and manager as the need arise</li> </ul>
<b>Organisational expectations and directives in relation to policies and procedures and the organisation's purpose, vision and values</b>	<p>Familiarise yourself with and adhere to Windermere's Policies and Procedures, including the Code of Conduct, Human Resources policies and guidelines and Occupational Health and Safety obligations</p> <p>Demonstrate dedication and commitment to work in accordance with Windermere's values and behaviours</p> <p>Attend prearranged dates scheduled for supervision and organisation wide training, including organisation forums and on line induction and be actively involved in the 6-week induction review, 3 and 6-month probationary reviews and a recurring annual performance review with the relevant supervisor</p> <p>Contribute to or participate in Continuous Quality Improvement (CQI) activities of the organisation, and will implement CQI strategies into their work practices</p> <p>Meet the challenges of change as it occurs within the service and organisation</p> <p>Attend or complete foundation and position specific training courses set by the organisation and attend or complete discretionary training as approved by the supervisor</p> <p>Actively assess, manage and where possible mitigate workplace risk including (OH+S), consumer related risk, reputation risk and personal risk.</p>	<p>Ensure policies, procedures and codes are complied with at all times</p> <p>Ensure all interactions are undertaken in accordance with the behaviours set, as outlined in the Code of Conduct</p> <p>100% attendance at performance reviews.</p> <p>Completion of induction and orientation within set timeframes.</p> <p>Positively embrace and adopt change as it occurs.</p> <p>Ensure arrangements are made so that 100% of courses are attended or completed.</p> <p>Report risk to the appropriate Windermere personnel and utilise current risk management tools and procedures available.</p> <p>Protect the rights, safety and wellbeing of children and provide a child safe environment</p>

The employee will be expected to perform other duties outside those set in the position description as directed from time to time which are within the employee's skill, qualification, experience and competence level to meet the organisation's operational needs.

The Position Description may be amended from time to time at the organisation's discretion. Where there is inconsistency between KPI's in this Position Description and those within the Organisation Objectives, the Organisation Objectives will stand.

#### 4. ORGANISATIONAL RELATIONSHIPS

LINE MANAGER:	Manager, Marketing & Fundraising
SUPERVISES:	Nil
INTERNAL RELATIONSHIPS:	Services, Corporate Services, Executive Team
EXTERNAL RELATIONSHIPS:	Suppliers & Donors



#### 5. KEY SELECTION CRITERIA

- Minimum 5 years digital design experience
- Demonstrated experience creating visually engaging, innovative and user centric marketing and communications
- Proficient user of Adobe Creative Suite, Photoshop, Microsoft Office and video production and editing software (After Effects, Premier or similar)
- Demonstrated exposure to A/B testing, UX and UI design principles
- Demonstrated understanding of SEO
- Demonstrated experience in managing multiple CMS (Wordpress and Umbraco highly desirable)
- HTML coding desirable
- Exceptional customer service and the ability to build strong working relationships
- Ability to work in a dynamic work environment – you need to know how to prioritise your work effectively
- Current Victorian Driver's License
- Willingness to undertake a Police Check and Working with Children Check
- Willingness to undertake relevant pre-employment screening and checks

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## 6. CONDITIONS OF EMPLOYMENT

The terms and conditions of employment at Windermere are in accordance with the Employment Agreement and Windermere Child and Family Services policies and procedures.

**Pre-Employment Disclosure** - All appointments are subject to the candidate completing a Pre-Employment Disclosure Form regarding pre-existing illnesses or conditions that may affect their ability to perform the inherent requirements of the position and consideration of the completed form by Windermere.

**Medical Examination** - All appointments are subject to the satisfactory completion of a pre-employment medical examination at Narre Warren Medical Centre at Windermere's expense. Windermere will be advised by the medical practitioner whether the individual is fit to perform the role. Any medical opinion obtained by Windermere in respect of an unsuccessful candidate will be destroyed at the end of the selection process. In the case of an appointee, the medical opinion obtained will be stored in a secure location.

**Probationary Period** - The first three (3) months of your employment is a probationary period in which either of the parties may terminate your employment on 1 days' notice in writing to the other party. At any time during, or at the end of the three-month probationary period, the Employer may advise you as to whether and/or on what basis your employment will continue beyond the initial probationary period. A **Qualifying Period** of six (6) months applies to your employment. After the 3-month probationary period is completed, one weeks' notice is required by either party upon termination in the final 3 months of the qualifying period.

**Police Record Check** - All appointments are subject to a clear National Police Record Check.

**Working with Children Check** – All appointments (dependent on position responsibilities) are subject to a clear Working with Children Check. The appointee is required to provide details of the Working with Children Check to Human Resources.

**Disability Worker Exclusion Scheme (DWES) List Check** – only applicable to Disability & Early Intervention Therapy Service (EITS) workers, as defined by the DWES, who are subject to a clear check result against the Disability Worker Exclusion List.

**Occupational Health & Safety** – To adhere to OH&S policies, procedures and guidelines and use all the necessary safety equipment provided and to report any defect in any such equipment or workplace hazards as soon as it comes to your attention.

**Smoke free environment** - Windermere is a smoke free working environment.

**Place of Employment** - You may be required to report for duties and work from any of Windermere's work locations throughout the service region.

**Qualifications** - The successful applicant will be required to substantiate formal qualifications.

## 7. WORK AND FAMILY BALANCE

The position may require some work outside of Windermere's ordinary operating hours from time to time. Windermere is an equal opportunity employer and values diversity so possible, Windermere will examine ways to reasonably modify work practices to accommodate the successful applicants.

Windermere understands the importance of promoting a family friendly working environment and promotes work-life balance by offering provisions that foster a culture of flexibility, support and wellbeing.

For more information on Windermere's Culture and Benefits please visit: <https://www.windermere.org.au/careers/why-windermere>

## 8. APPLICATION DETAILS

To maximise your opportunity for employment, it is recommended that you provide the following information:

- Covering application letter (quoting Job Reference number below)
- Statements addressing the key selection criteria required in the position description
- Current Resume that includes a minimum of 2-3 referees

Windermere conducts thorough and detailed pre-employment safety screening checks for short listed candidates and requires evidence of relevant qualifications.

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The personal information that you have provided in your job application and resume will be used for the purposes of assessing your application and will be treated in accordance with our Privacy Policy or by request to us. If you are unsuccessful in securing a position with Windermere we will hold your application for 3 months, after which time it will be securely destroyed. For further information about Windermere, including our Privacy Policy, please visit [www.windermere.org.au](http://www.windermere.org.au)

Under Victorian WorkCover legislation, it is the duty of the successful applicant to advise Windermere of any pre-existing condition which could be aggravated by the type of employment they are applying for. Failure to do so will seriously jeopardize any entitlement the successful candidate might have for a work related aggravation of the non-disclosed and pre-existing condition.

Please send your application to **[opportunities@windermere.org.au](mailto:opportunities@windermere.org.au)** quoting “**Job Reference 060**” in the subject line of email.

Alternatively, you can send your application via the Windermere website: <https://www.windermere.org.au/careers/how-to-apply/>

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I have read this document and agree to undertake the duties and responsibilities listed above.

I acknowledge that:

- The PD is an indication of the duties and responsibilities that I may be required to undertake. Additional or other duties and responsibilities may be allocated to me. Where additional training and support is required to fulfil extra or other duties of a similar level of responsibility, it will be provided within the guidelines of Windermere’s Training and Development policy.
- The PD will be reviewed regularly in consultation with me.
- The Key Performance Indicators (KPIs), where included in this document, are indicative. KPIs will be set by the immediate supervisor in discussion with me, for each year (or another set period) and my performance reviewed against those KPIs.

**Occupant:**

Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_