

POSITION TITLE:	Senior Designer
FTE:	1.0 FTE (38 hours per week)
CLASSIFICATION:	
DIVISION:	Corporate Business
PROGRAM:	Marketing & Consumer Insights
LOCATION:	<p>Hybrid, in accordance with the Windermere Ways of Working with your primary location being the South Eastern Melbourne region, including outreach to support consumers (if applicable to your position).</p> <p>Windermere reserves the right to request you to work at any Windermere location, including our main offices at Narre Warren and Pakenham.</p>
TENURE:	Permanent ongoing
DATE:	January 2025

1. ABOUT WINDERMERE

Windermere is an independent, not for profit community service organisation working across Victoria including key regional locations, to help those who need it most. Established in 1992, our aim remains constant; to build stronger, connected and supported communities.

Working together with our community, we deliver many services through critical partnerships with government to meet our purpose.

We aim to get in early to help children, families and individuals find the best solutions for their varied and complex issues.

Our support comes in many forms with a focus on intervention, prevention and education to make a difference in the areas of:

1. **Family Wellbeing** by promoting positive behavioural changes, providing parenting supports and responding to violence and/or neglect to achieve safety and stability
2. **Disability Support** by providing assistance to identify the right supports and goals that matter most to enable people of all abilities to actively participate in their communities
3. **Development & Early Childhood Education** by delivering accredited quality early childhood and care services and specialist early intervention services to help children reach their full potential
4. **Victims Assistance** by providing timely and ongoing practical and emotional support for victims of trauma, assault and/or violent crime
5. **Community Strengthening** by mobilising support services to respond quickly to emergencies, disasters and emergent needs.

We believe that everyone is someone in our community and this is reflected in our approach with those we work with every day.

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. MARKETING PURPOSE

Our Purpose:

Elevate Windermere's reputation and impact, growing meaningful connections, driving a consistent and exceptional experience for all stakeholders (consumers, referrers & partners).

We do this by:

- Monitoring and interpreting external trends
- Leading consumer and stakeholder feedback, analysis and insights
- Enhancing brand awareness and understanding
- Creating and executing strategic marketing and communication initiatives
- Attracting and retaining Windermere consumers and supporters
- Activating a meaningful connection with our stakeholders through high impact, timely and accessible communications

4. KEY RESULT AREAS, RESPONSIBILITIES AND PERFORMANCE MEASURES

Key Result Areas	Responsibilities	Performance Measures
Support to the design brief process	<ul style="list-style-type: none">• Work with Digital Designer and relevant team members to assist in the continuous improvement of the creative design brief process• Manage incoming briefs in order of priority• Brief design work to Designer as required	<ul style="list-style-type: none">• Each task or project is managed 2-3 changes, depending on complexity• Project are delivered on time and meeting/exceeding expectations
Creative and asset design	<ul style="list-style-type: none">• Support the Digital Designer with the creation of digital design assets as required and volume dependent<ul style="list-style-type: none">○ Assets may include eDM templates, home page banners, landing pages, rich media etc.• Create and edit print design assets as required e.g. flyers, brochures, newspaper/magazine ads, infographics etc.	<ul style="list-style-type: none">• Timely activation of assets• Meeting briefed budgets• Increases in channel conversions and engagement
Video filming, editing and production	<ul style="list-style-type: none">• Coordinate and conduct the filming for specific projects and campaigns• Source and coordinate external filming suppliers when required• Support Digital Designer with sourcing video/audio stock when needed in line with brand guidelines• Support Digital Designer with the editing and production of videos at times of increased volume• Brief video projects to Digital Designer as required	<ul style="list-style-type: none">• Manage video within budget guidelines• All jobs include appropriate consent forms• Video assets are produced within set timeframes• Videos produced meet project/campaign objectives

Website design and UX	<ul style="list-style-type: none"> • Brief website design changes to Digital Designer when required • Support Digital Designer in maintaining landing pages and website content via the CMS (Windermere.org.au - Umbraco) • Ensuring UI elements such as CTAs, banners, page layouts, page designs, page flows, and target links for landing pages • Using understanding of best practice SEO, UX, CX, UI and A/B Testing to drive online conversions • Continued development of page design to improve the site according to innovative trends • Working with Digital Designer, Marketing Insights Partner and Marketing & Project Business Partner to implement iterative improvements to website • Providing input into website redevelopment project 	<ul style="list-style-type: none"> • Review and revise current review process to keep website content up to date • Regularly updated content <ul style="list-style-type: none"> ○ No outdated information ○ No broken links • Website performance measurement report <ul style="list-style-type: none"> ○ Conversions ○ Time on page ○ Bounce rate • Consistency with brand guidelines
Marketing Champions	<ul style="list-style-type: none"> • Support the implementation of marketing champions across the organization from a design perspective • Support design education and training of marketing champions • Review design related work produced by Marketing Champions using templates e.g. flyers and eDMs 	<ul style="list-style-type: none"> • All marketing champion produced assets clearly follow the established brand guidelines, in line with style guide and best practice design principles
Branding	<ul style="list-style-type: none"> • Ensuring all design is consistent with brand guidelines and designed for longevity • Ensure a consistent brand and visual identity is practiced throughout the organization 	<ul style="list-style-type: none"> • All branded material clearly follows the established identity guidelines and in line with style guide
Photography and other media	<ul style="list-style-type: none"> • Secure adequate imagery and footage via use of relevant artist or personally being present at Windermere events, PR opportunities and attend project work to take photos/video for future publication use. • Maintain digital asset system in line with Windermere media policy • Ensure all digital assets are kept securely and are easy to find 	<ul style="list-style-type: none"> • Manage image within budget guidelines • Attend required events as directed by Manager • Maintain an up to date catalogue of assets • All jobs include appropriate consent forms
Supplier relationship management	<ul style="list-style-type: none"> • Source and manage suitable suppliers, including signage, printers, graphic designers, digital production agencies, website developers and photographers • Maintain an updated preferred supplier register 	<ul style="list-style-type: none"> • Efficient management of external suppliers • Maintaining of supplier relationships • Keeping within Design budget • Meeting production deadlines
People, Culture, Capability & Team Management	<ul style="list-style-type: none"> • Ongoing management and day to day supervision of Digital Designer's performance to ensure they understand their role and what is expected of them to create a positive work environment and the support 	<ul style="list-style-type: none"> • Regular, one on one meetings with direct report • Timely completion of performance reviews for direct report • Performance & Development Plans in place for all staff

	<p>needed to perform their duties effectively</p> <ul style="list-style-type: none"> • Management of Digital Designer's training to leverage development and opportunities 	<ul style="list-style-type: none"> • Direct reports coached and developed to be effective in their roles
<p>Organisational expectations and directives in relation to policies and procedures and the organisation's purpose, vision and values.</p>	<ul style="list-style-type: none"> • 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. • Demonstrate dedication and commitment to work in accordance with Windermere's values and behaviours. • 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. • Contribute to or participate in Continuous Quality Improvement (CQI) activities of the organisation, and will implement CQI strategies into their work practices. • Meet the challenges of change as it occurs within the service and organisation. • Attend or complete foundation and position specific training courses set by the organisation and attend or complete discretionary training as approved by the supervisor. • Actively assess, manage and where possible mitigate workplace risk including (OH+S), consumer related risk, reputation risk and personal risk. 	<ul style="list-style-type: none"> • Ensure policies, procedures and codes are complied with at all times. • Ensure all interactions are undertaken in accordance with the behaviours set, as outlined in the Code of Conduct. • 100% attendance at performance reviews. • Completion of induction and orientation within set timeframes. • Positively embrace and adopt change as it occurs. • Ensure arrangements are made so that 100% of courses are attended or completed. • Report risk to the appropriate Windermere personnel and utilise current risk management tools and procedures available. • Protect the rights, safety and wellbeing of children and provide a child safe environment.

The employee will be expected to perform other duties outside those set in this 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.

This position description may be amended from time to time at the organisation's discretion. Where there is inconsistency between KPIs in this position description and those within the Organisation Objectives, the Organisation Objectives will stand.

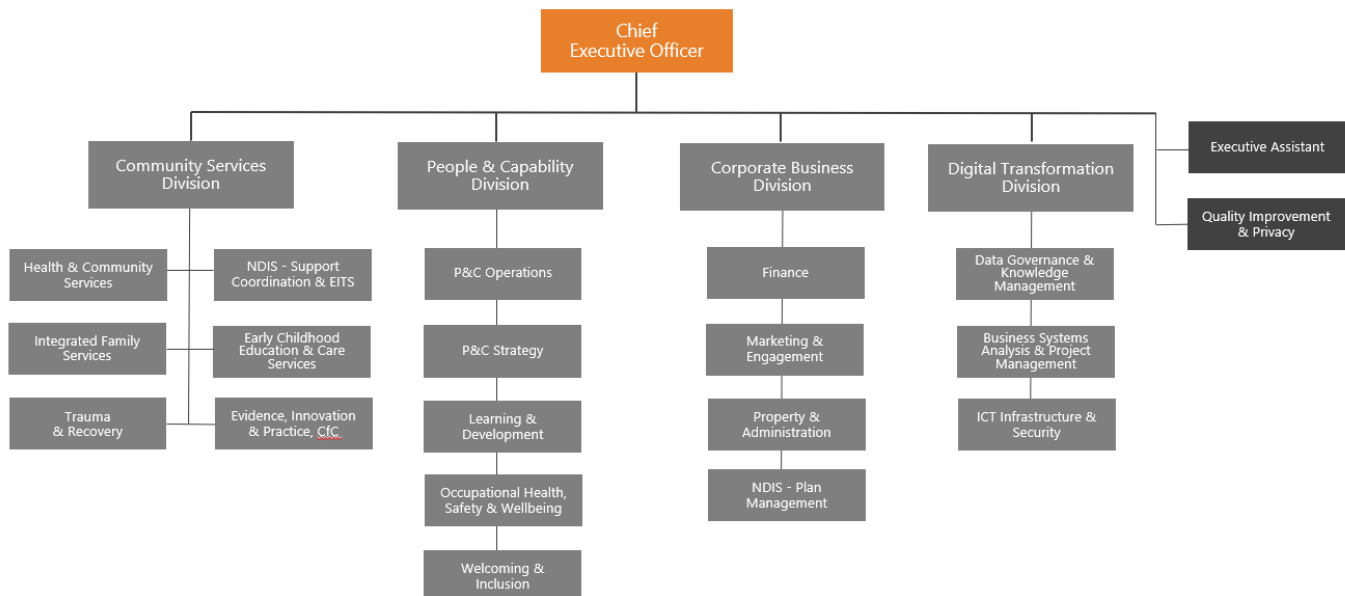
Windermere is committed to creating equitable environments for consumers and employees, this by building diverse and inclusive services and workspaces, where all peoples from Aboriginal & Torres Strait Islander, CALD, LGBTIQ+ Communities and those living with disability will know and feel accepted, affirmed, safe and celebrated. Windermere is delivering this

through the continued development and implementation of our Welcoming and Inclusion Strategy as we seek to provide a diverse workforce at all levels.

5. ORGANISATIONAL RELATIONSHIPS

LINE MANAGER:	Manager, Marketing & Consumer Insights
SUPERVISES:	Digital Designer
INTERNAL RELATIONSHIPS:	Services, Corporate Business, Executive Team
EXTERNAL RELATIONSHIPS:	Services, Corporate Business, Suppliers & Donors

Organisational Structure



6. KEY SELECTION CRITERIA

- Minimum 5 years digital design and video production experience
- Tertiary qualifications in Graphic Design or similar
- Proven experience in managing and supervising staff
- 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 experience filming, editing and producing videos
- Demonstrated experience in managing multiple CMS platforms (WordPress and Umbraco 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 Drivers' Licence
- Willingness to undertake relevant pre-employment screening and checks
- Police Check, Pre-Employment Medical and Working with Children's check
- Right to Work in Australia e.g. Australian Citizen, Permanent Resident or Visa holder with full working rights

7. APPLICATION DETAILS

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

- Covering application letter briefly addressing the Key Selection Criteria
- Current Resume

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: _____