

Position Description

Position	Title:	No.:	Reports to:	Title:	No.:
	Web and Graphic Designer	HSF088		Marketing & Communications Leader	HSF067
Business Unit:	Marketing & Communications		Division:	Customers & Origination	

Organisational Overview:

At HomeStart we believe that home ownership is essential to the health, well-being and ongoing sustainability of our communities. HomeStart's role, within the framework of government policy, is to provide leadership and innovation in the housing finance sector by enabling more South Australians to fulfil their home ownership dreams. We do this through the provision of innovative housing finance solutions. More importantly, we do this through our core strength – our people.

Our Values:

Achievement	Simplicity	Integrity
We are focussed on creating positive outcomes for each other	We are focussed on simplifying the way we do business	We are honest and genuine with each other

Position Purpose:

The Web & Graphic Designer is responsible for the development and design of HomeStart's visual communications mediums, including the intranet and website, marketing materials and any other print format documents. In addition, they are responsible for the printing and stock control of all HomeStart corporate and promotional material.

Positions reporting to this position:

- Nil

Other significant working relationships:

Internal:

- Marketing and Communications team; Sales Initiation Team; Broker Support Team; Sales Team; Information Service (IS).

External:

- Advertising agencies; web developers; digital agencies and suppliers and other creative agencies.

Primary outcomes and accountabilities

Key results areas

Performance measures

Operational responsibilities

Web/social management and maintenance

- Web development to manage websites at both front and back end.
- Work with the Marketing Specialists to produce or update the look and feel of existing or new online functionality including all forms (calculators, seminars).
- Manage and approve the addition and updating of web content using the content management system (CMS).
- Manage the implementation of website promotional activities.
- Assist with the development of social media posts including paid and earned.
- Liaise with Marketing & Communications Leader to identify improvements, develop appropriate solutions and manage the implementation of the web enhancements.
- Develop, design and build prototypes for use in usability testing as well as participating in and facilitating testing sessions. The role will also involve analysis of results to improve site interactions.
- Conduct user acceptance testing, defining the testing approach, participate in testing, manage the issues log and work with IS or supplier to resolve identified issues.
- Ensure that websites are rendered correctly and optimised for mobile and tablet devices.

Design

- Design and develop creative for digital channels including corporate website, broker, board and customer sites. Including liaison with organisation on requirements, developing concepts, obtaining stakeholder approval through to the production of required elements.
- Develop, design and build responsive HTML email newsletters, landing pages and third party advertising creative as required.
- Design, create and update printed collateral, including campaign and non campaign material in line with the HomeStart Style Guide including brochures, flyers and posters.
- Be a specialist point of reference for the provision of design advice to other areas of organisation.
- Provide design training, support and guidance to the Marketing team on a needs basis.
- Develop templates to assist the broader organisational teams according to common requests.

Branding, style guide and logo

- In conjunction with the Marketing and Communications Leader, be a brand custodian and the primary contact for queries relating to the HomeStart style.
- Support and maintain processes including the style guide to ensure a consistent style of presentation is delivered both internally and externally.

Print production management and stock control

- Manage and communicate with the Marketing & Communications team, and other internal teams and external suppliers to ensure:
 - Timely ordering and distribution of the organisation's stationery and marketing collateral,
 - Stationery stock complies with the organisation's style guide.
- Manage the stock control of organisation's stationery, marketing collateral and merchandise.
- Liaise with the Marketing and Communications team to ensure timely ordering of marketing collateral.
- Coordinate updates to existing stationery, point of sale and marketing collateral, and sourcing new merchandise, ensuring compliance with the organisation's style guide

	<p>and timely ordering and distribution.</p> <ul style="list-style-type: none"> • Develop and maintain a merchandise stock register and complete a review of stock levels and organisational needs as needed. • Liaise with internal stakeholders and external suppliers to understand and fulfil requirements. • In conjunction with Marketing and Communications Leader, manage the merchandise budget.
Financial management	<ul style="list-style-type: none"> • Monitor all relevant administration costs to ensure proper budgetary controls are exercised and budget variances are accounted for. • Review and approve all expenses relating to relevant accounts within the Marketing & Communications cost centre according to delegations specified in the Register of Financial Authorities document.
External stakeholder relations	<ul style="list-style-type: none"> • Create and maintain conditions for effective relations with relevant external organizations, government agencies, customers and vendors where appropriate. • Respond to stakeholder queries in a prompt and courteous manner.

Behavioural profile

Achievement	<i>Takes personal accountability and demonstrates initiative, determination and drive to achieve high quality results and innovative solutions that make a difference to our people and customers.</i>
Self-Actualising	<i>Seeks opportunities to develop and grow. Shows an awareness of and belief in own abilities. Brings energy and creativity to positively impact and influence others.</i>
Humanistic-Encouraging	<i>Inspires, encourages, challenges and supports others to improve and grow by genuinely listening and providing constructive and timely feedback.</i>
Affiliative	<i>Acts in ways which promote and support HomeStart as one organisation with a common purpose and set of values. Is prepared to set aside own agenda in the interests of HomeStart as a whole as well as supporting and encouraging co-operation within and across teams.</i>

Other requirements

Essential criteria

- Qualification in graphic design, web development, visual arts or a related field or equivalent experience and at least 3 years relevant commercial experience with online interactive design.
- Advanced skills in a PC environment in a combination of Adobe Creative Suite, Dreamweaver, InDesign, Flash, Photoshop.
- Knowledge of current best practice in user interface design, web navigation, web page layout, browser and platform compatibility issues, and animation techniques.
- Excellent creative, illustrative, verbal and written communication skills.
- Ability to put new ideas into practice quickly and effectively.
- Expertise in creative and interface design and conceptual thinking.

Desirable criteria

- Knowledge of the pre-press and printing processes including papers, inks and finishing methods.
- Experience in UX website design
- Experience maintaining a website using the Kentico CMS.
- Experience in using email campaign software like Mailchimp, using form software like Wufoo.
- Experience in CSS & HTML.

Special conditions

- Required to provide a satisfactory National Criminal History Record Check (Police Check), where applicable.
- May be required to act in higher level positions, or assume additional accountability, as and when required.
- Flexibility in working across business units as required.
- May be required to work reasonable overtime with notice.
- Some out of hours, weekend work and intrastate/interstate travel may be required.

Acknowledgements

Signature

Name of employee

Date: _____

Signature

Name of leader

Date: _____