



Position Title	Digital Experience Designer
Employment Type	Full-time, Fixed-term
Unit	Digital Products, Operations
Location	Sydney
Award	N/A
Award Level	N/A
Date	February 2019
Reviewed by	Manager, Digital Products and HRBP

Position Context

The RACP comprises a membership of over 17,000 physicians and 8,000 trainees who are committed to providing the highest quality of care in internal medicine, paediatrics and their sub-specialties for the people of Australia and New Zealand.

The Digital Products Team under the Director, Operations has been created to optimise RACP's online presence through digital product creation and development.

Position Purpose

The Digital Experience Designer, under the direction of the Manager, Digital Products designs and develops the ecosystem of web based digital content.

This role works across the business to advocate for member experience and value in the digital product space.

Position responsibilities

- Through the application of specialist digital skills, support the team vision of providing a unified and consistent online experience for members and staff through the development of web-based digital products
- Continually optimise and review website content and interactive tools to ensure they meet brand, style and digital best practice
- Work across the business to understand objectives and user needs and translate these into appropriate digital experiences
- Create wireframes, prototypes, sketches and flow diagrams to map out user needs, and work as the digital lead with business owners and IT to bring the final iteration to fruition
- Conduct user research such as interviews, observation studies and usability testing
- Regularly review website content, structure, and functionality to ensure web content is accurate, consistent, current and relevant
- Review and analyse digital usage data and apply the learnings from this to the optimisation of web content
- Attend on and off-site member meetings and presentations together with regional offices and faculty teams, as an observer to keep abreast of member needs, online tasks and goals. Share this knowledge with the Digital Product Team to stay current on members' digital needs.



- Regularly meet with internal stakeholders to report on content and maintain the currency and accuracy of content
- Document end to end system operations and ensure knowledge transfer to other team members
- Identify appropriate channels for content and collaborate with the Communications and Marketing team
- With the Manager, Digital Products, works to improve publishing workflows, governance to support the implementation of the Digital Product Roadmap
- Ensure online content development project deliverables are met on time and to a high standard

Competencies required for success	
Title:	Skilled Definition:
Action Oriented	Taking on new opportunities and tough challenges with a sense of urgency, high energy and enthusiasm
Communicates Effectively	Developing and delivering multi-mode communications that convey a clear understanding of the unique needs of different audiences
Customer Focus	Building strong customer relationships and delivering customer-centric solutions
Nimble Learning	Actively learning through experimentation when tackling new problems, using both successes and failures as learning fodder
Organisational Savvy	Manoeuvring comfortably through complex policy, process, and people-related organisational dynamics
Being Resilient	Rebounding from setbacks and adversity when facing difficult situations
Tech Savvy	Anticipating and adopting innovations in business building digital and technology applications
Instils Trust	Gaining the confidence and trust of others through honest, integrity, and authenticity
Self-development	Actively seeking new ways to grow and be challenged using both formal and informal development channels

Reporting Relationships
<p>Reports to: Manager, Digital Products No of direct reports: <i>n/a</i> No of reports: <i>n/a</i></p>
Key Stakeholders
<ol style="list-style-type: none"> 1. Member Services 2. Education, learning and Assessment Services 3. Policy and Advocacy 4. Office of the Dean 5. NZ Office 6. Members 7. Staff



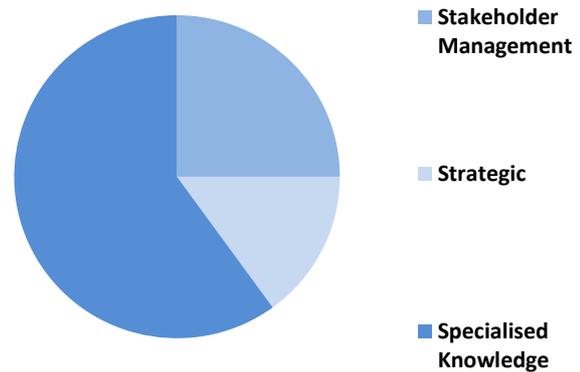
Extent of Authority

- *Decision making authority within the digital strategy*

What makes the role complex

- Ensuring web content is engaging, accurate and current
- Delivering web content and structure to meet ever changing member needs
- Multiple internal stakeholder relationships

Distribution of work



Essential attributes

- Degree qualified in a humanities discipline or demonstrated experience in digital content design
- Experience in web content management
- Previous experience with sourcing, writing and developing digital content
- Content editing and managing revision rounds and migration
- Internal stakeholder management and relationship building experience
- Ability to understand and contribute to functional requirements and translate them into technical design
- Understanding W3C standards for web content design, WCAG 2.0 (Web Content Accessibility Guidelines 2.0) and inclusive design
- Ability to understand the complexities of databases and their connection to online content
- Ability to use digital tools to develop wireframes and interactive prototypes that are clear and demonstrate the user journey

Desirable attributes

- Familiar with a range of content management systems
- Experience in a member-based and not-for-profit organisations
- Experience using digital tools in creating graphics and animations for online use



RACP
Specialists. Together

EDUCATE ADVOCATE INNOVATE

Would suit somebody who.....

- Enjoys working with internal and external stakeholders and is able to build positive relationships
- Can look at creative ways to make improvements
- Is passionate about the user experience
- Can work within rigorous processes
- Enjoys multitasking
- Ability to adapt to a wide range of situations and questions
- Has a great attention to detail
- Is passionate about digital content design and the possibilities it creates to improve member experience