



# ROLE STATEMENT

THE POSITION:		WEB DESIGNER
POSITION NUMBER/CLASSIFICATION:		6734 / VPS 3.2
REPORTS TO:		Senior Web Designer
WORK UNIT:		Multimedia
ORGANISATION:		National Gallery of Victoria
LOCATION:		180 St Kilda Rd, Melbourne 3004
DATE OF REVIEW		January 2018
VISION	Creating an inspiring future: enriching our understanding of art and life.	
PRIMARY FOCUS OF THE POSITION:	Under the direction of the Senior Web Designer and working with the team, this position is responsible for design and development of the NGV website and other online and digital resources and interactive projects.	
1. ACCOUNTABILITIES (DUTIES):	<p>In fulfilling the primary focus of the position the incumbent will typically:</p> <ol style="list-style-type: none"><li>1. Design and develop the NGV website and related web, digital content production and interactive projects, including exhibition websites, mobile web apps, interactive exhibition displays, digital signage and marketing and social media outputs.</li><li>2. Participate in creative collaborations to design and wireframe interface designs based on media, marketing and curatorial briefs. Bring fresh and creative ideas to the table for new avenues of web design and development. Develop web projects based on these collaborations, and present creative concepts and designs to relevant stakeholders.</li><li>3. Research latest web design and development practices, and ensure innovative and progressive web technologies, design techniques, and development frameworks are implemented in NGV web projects.</li><li>4. Liaise with other internal NGV departments and stakeholders to establish organisational needs, and design proposals and solutions to best deliver online and digital projects that achieve output targets.</li><li>5. Collaborate with the Multimedia team to gather and manage content and to manage copyright and other rights issues.</li><li>6. Working with the Multimedia team, contribute to and assist with the implementation of:<ul style="list-style-type: none"><li>• Web design standards, working with exhibition designers and print-based graphic designers to ensure continuity of branding and design concepts across all media.</li><li>• Technical standards, for optimal presentation, accessibility, compatibility and function.</li><li>• Quality control and approval processes, ensuring the integrity of production output.</li><li>• Project documentation and reporting.</li></ul></li></ol>	

	<ol style="list-style-type: none"> <li>Contribute to departmental and team goals and participate in organisational initiatives and activities as required (including ensuring a safe and healthy environment for colleagues, visitors and stakeholders).</li> <li>Ensure that records are created and managed according to the Records Management policy and procedures.</li> <li>Participate in and support organisational change initiatives and model NGV values and behaviours.</li> </ol>
<b>2. THE PERSON – KEY SELECTION CRITERIA</b>	<p>To achieve the purpose of the position, the following attributes are required:</p> <ol style="list-style-type: none"> <li>An approved degree or diploma in Multimedia, Visual Arts, Graphic Design or related disciplines, coupled with experience as a web designer and developer as evidenced with a strong portfolio.</li> <li><u>Advanced computer skills:</u> evidence of web, interaction and responsive design skills including HTML authoring tools and Design tools (Photoshop, Sketch, Coda, Invision); an in depth knowledge of front-end web development including HTML, CSS, jQuery and Wordpress, responsive layouts, interface motion design, HTML5 and CSS3, 'web app' design principles and design/UX research.</li> <li><u>Organising and planning:</u> identifies processes, tasks and resources required to achieve a goal, identifies more and less critical activities and operates accordingly, reviewing and adjusting as required, develops and implements systems and procedures to guide work and track progress and recognises barriers and finds effective ways to deal with them.</li> <li><u>Creativity and innovation:</u> generates new ideas, draws on a range of information sources to identify new ways of doing things, actively influences events and promotes ideas, translates creative ideas into workplace improvements and reflects on experience and is open to new ways to improve practice.</li> <li><u>Communication:</u> prepares emails and reports using clear, concise and grammatically correct language, ensures written communications contain the necessary information to achieve their purpose, confidently conveys ideas and information in a clear and interesting way and understands and meets the need of target audiences.</li> <li><u>Service excellence:</u> constantly looks for continuous improvement opportunities and ways to innovate, and encourages others to do the same, seeks all relevant information for problem-solving, takes responsibility for correcting problems promptly and without becoming defensive, makes specific changes in work methods to improve outcomes, quality and timeliness of service and monitors client and stakeholder satisfaction.</li> <li><u>Relationship building and teamwork:</u> establishes and maintains relationships with people at all levels, forges useful partnerships with people across business areas, functions and organisations, builds trust through consistent actions, values and communication, minimises surprises, collaborates and shares information and cooperates and works well with others in the pursuit of team goals.</li> <li><u>Drive and commitment:</u> enthusiastic and committed, demonstrates capacity for sustained effort and hard work, accepts changed priorities without undue discomfort, perseveres to achieve goals, even in the face</li> </ol>



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	of obstacles, remains calm and in control under pressure and takes responsibility for own actions.
<b>3. OTHER RELEVANT SKILLS, KNOWLEDGE AND EXPERIENCE</b>	<ul style="list-style-type: none"><li>• Familiarity with languages such as XML/JSON, SQL, PHP, and methodologies like AJAX, REST APIs.</li><li>• Strong typographic knowledge and skills and experience with web design in the cultural sector</li><li>• Background knowledge of Australian and International art, or experience with cultural content of institutions</li><li>• Experience with web standards and issues for government departments or agencies.</li><li>• An understanding of copyright issues in the arts sector.</li></ul>
<b>4. KEY RELATIONSHIPS</b>	<p>Build and maintain effective working relationships across the NGV and with external key stakeholders; and in particular with the following:</p> <ul style="list-style-type: none"><li>• Graphic Design, Marketing, Media and Public Affairs and Public Programs.</li></ul>
<b>5. OTHER RELEVANT INFORMATION</b>	<ul style="list-style-type: none"><li>• The National Gallery of Victoria is an Equal Opportunity Employer and operates a smoke free work environment.</li><li>• Hours of duty will be according to work unit requirements.</li><li>• All employees of the National Gallery of Victoria are required to undergo security clearances performed by Australian Federal Police, and are required to undergo Human Resources and Risk, Safety, Security &amp; Environment Inductions.</li><li>• In line with the <i>Child Wellbeing and Safety Amendment (Child Safety Standards) Act 2015</i>, the National Gallery of Victoria (NGV) is committed to upholding the Victorian Child Safe Standards, to the best of its abilities and resources.</li><li>• It is the employee's responsibility to familiarise themselves with, understand and adhere to NGV's Policies and Procedures as varied from time to time.</li><li>• The NGV requires all employees to have an understanding of its Risk Management Framework.</li><li>• Conditions of employment are pursuant to the NGV's Enterprise Agreement.</li><li>• All new appointments are subject to a three month probationary period which may be subject to review.</li></ul>
<b>6. ABOUT THE ROLE STATEMENT</b>	<p>As the National Gallery of Victoria evolves to meet the changing needs of the Victorian Public, so will the roles required of its entire staff. As such, staff should be aware that this document is not intended to represent the role in which the occupant will perform in perpetuity. This role statement is intended to provide an overall view of the incumbent's role as at the date of this statement. In addition to this document, the specifics of the incumbent's role will be described in local area work and project plans, and in performance</p>



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	plans developed by the incumbent and relevant supervisor as part of the National Gallery of Victoria's performance management process.
<b>7. EMPLOYEE ACCEPTANCE</b>	Signature: _____  Name: _____ Date: _____
<b>8. MANAGER AUTHORISATION</b>	Signature: _____  Name: _____ Date: _____