



Position Description – Digital Media Designer

Position Details

Position Title: Digital Media Designer

College/Portfolio: DSC College **School/Group:** Learning and Teaching

Campus Location: Primarily based at Melbourne CBD campus, and the potential to work across other RMIT campuses as required.

Classification: HEW 7 **Time Fraction:** 1.0FTE

Employment Type: Continuing

Reporting Line: Manager, Digital Development

No. of Direct reports: Nil

RMIT University

RMIT is a global university of technology, design and enterprise, committed to creating transformative experiences for students and making a meaningful impact through research, innovation, and engagement. For more information on RMIT University follow the links below.

<https://www.rmit.edu.au/about>

<https://www.universitiesaustralia.edu.au/university/rmit-university/>

<https://www.rmit.edu.au/about/facts-figures>

Our campuses in Melbourne (City, Brunswick, Bundoora, and Point Cook) are complemented by international campuses in Vietnam and a centre in Barcelona, Spain. We proudly acknowledge the Woi Wurrung and Boon Wurrung peoples of the eastern Kulin Nation on whose unceded lands our campuses are located.

We are deeply committed to reconciliation and Indigenous self-determination, embedding these values throughout our policies, culture and structures.

<https://www.rmit.edu.au/about/our-locations-and-facilities>

Why Join RMIT?

Our people are at the heart of everything we do. At RMIT, we value innovation, collaboration and impact. Our values are the heart (durrung) of who we are and what we stand for at RMIT. They guide what we do, how we make decisions, and how we treat each other.



Inclusion **Imagination** **Integrity** **Courage** **Passion** **Impact**

Learn more about our values: <https://www.rmit.edu.au/about/our-strategy/values>

Organisational Accountabilities

RMIT is committed to the safety, wellbeing and inclusion of all staff and students. As a staff member, you are expected to comply with all relevant legislation and RMIT policies, including those related to: Equal opportunity, Occupational health and safety, Privacy and trade practices & Child safety standards:

Appointees are responsible for completing all required training and ensuring that they and their team members remain up to date on relevant compliance obligations.

Staff are expected to understand and support RMIT's child safe practices as part of their professional responsibilities. More about our child safety commitment: <https://www.rmit.edu.au/about/our-locations-and-facilities/facilities/safety-security/child-safety>.

Leadership at RMIT

At RMIT, leadership is not defined by position or hierarchy—it is a shared responsibility demonstrated by all staff, regardless of role or title. Leadership is grounded in our six core values, which guide and shape how we work together, make decisions, and create impact.

Effective leadership means consistently integrating these values into everyday actions and interactions, whether influencing a project outcome, supporting a colleague, or leading a team. All staff are expected to embody the principles of the *Be–Know–Do* Leadership Model:

Be – We are open and authentic, inclusive and empowering. We are purpose driven role models and communicators.

Know – We are self-aware, and understand our stakeholders, our sector and priorities.

Do – We set clear direction and expectations, we develop ourselves and others and promote mutual accountability to deliver results.

At every level, leadership at RMIT is about influence, contribution, and mindset. It is reflected in how we empower others, foster collaboration, and drive positive change through capability-building and alignment to strategic goals.

College

The College of Design and Social Context encompasses RMIT University's renowned art, architecture, design, built environment, communication, and social science disciplines. The college has 24,500 students and over 1,000 staff located in 9 schools.

The College's academic programs are generally market leaders and in high demand. Based on a strong foundation of practise led, industry partnered teaching and research, we aim to deliver skilled graduates with a deep sense of purpose, and high impact research and innovation.

For more information see www.rmit.edu.au/dsc

Position Summary

The Digital Media Designer is responsible for the design and development of digital media content, such as audio, video and/or animation that aid the creation of user centred learning and teaching products and related materials. The position is a member of the DSC Digital Development team and is required to work collaboratively and pro-actively with a range of stakeholders including L&T Team members, academic/teaching staff and students to achieve strategically aligned and sustainable outcomes.

The DSC Digital Development team is responsible for:

- Creation of digital learning resources
- On-location video and audio recording
- Editing of existing digital resources
- Photography, illustration and digital images

- Development of online interactive elements and animations
- Consultation and advice on the creation of digital media resources
- Expertise and advice in the production of digital learning resources

Key Accountabilities

- Design and create consistent visual identities, templates and stylesheets for implementation in digital and print-based products and resources for online and blended learning
- Design and produce digital/ video content for learning, courses and programs
- Establish planning and coordination processes, negotiate and coordinate milestones and processes to meet deadlines
- Research, assess, test and evaluate digital applications and platforms for the development and delivery of digital products and resources
- Provide expert advice to improve quality, usability and technical integrity, including the benefit of new and emerging technologies.
- Interpret web analytics to inform design and enhance user engagement, experience and learning
- Maintain quality assured production and administration processes including systematic documentation, archiving and cataloguing of media resources throughout the project's production life-cycle so that all work adheres to University and legislative standards and guidelines
- Actively participate in team initiatives and projects and cooperate with team members in a manner that reflects a commitment to team goals and objectives, effective communication, information sharing and problem-solving practices
- Engage with University and College priorities and strategic initiatives to improve student learning outcomes in programs and courses at all levels
- Work collaboratively with College teaching staff and learning and teaching team colleagues across all Colleges and RMIT Studios to design and implement solutions that enhance student learning experiences
- Participate in relevant RMIT forums as required and undertake other duties within scope as directed.

Key Selection Criteria

1. Produce innovative digital and print media solutions, using learner experience methodologies
2. Lead art direction for print, web and video resources by applying communication design principles and protocols
3. Work in partnership with senior learning designers, developers and producers to develop innovative courseware and training products
4. Demonstrated capacity to lead, influence and support the production of digital and print media solutions for online and blended learning courses, programs and training products
5. Excellent skills in the application of communication design principles and protocols for diverse audiences and for print, web-based and digital media forms
6. Highly developed communication skills including the ability to interpret and communicate academic, learning design, business and audience requirements into engaging user experiences
7. Excellent organisational and project management skills, and the ability to prioritise work, work to deadlines and undertake multiple parallel projects
8. Demonstrated ability to identify, assess, test and evaluate technical applications and platforms for the development and delivery of digital products and resources
9. High-level skills using digital media technologies for learning and teaching
10. Highly developed interpersonal and communication skills and demonstrated ability to forge collaborative relationships across organisational boundaries and to connect and work with diverse teaching and academic staff to maintain positive, productive relationships that influence improvements in learning and teaching quality
11. Demonstrated outstanding problem solving and critical thinking ability and flexibility to adapt work practices and models according to need.

Qualifications

A Bachelor Degree or equivalent in a teaching or training or related discipline; or Demonstrable Experience.

Working with Children Check

Appointment to this position is subject to holding a valid Victorian Working with Children Check and other checks as required by the specific role. Maintaining a valid Working With Children Check is a condition of employment at RMIT.