



Position Description – Digital Media Designer

Position Details

Position Title:	Digital Media Designer
College/Portfolio:	STEM
School/Group:	Learning and Teaching
Campus Location:	Based at the City campus, however may be required to work and/or be based at other campuses of the University.
Classification:	HEW 7
Employment Type:	Continuing
Time Fraction:	1.0

RMIT University

RMIT is a multi-sector university of technology, design and enterprise. The University's mission is to help shape the world through research, innovation and engagement, and to create transformative experiences for students to prepare them for life and work. 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 three main campuses in Melbourne are located in the heart of the City, Brunswick, Bundoora and Point Cook, along with other Victorian locations. There are also two campuses in Vietnam (Hanoi and Ho Chi Minh City) and a centre in Barcelona, Spain. RMIT is a truly global university.

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

We are also committed to redefining our relationship in working with, and supporting, Indigenous self-determination. Our goal is to achieve lasting transformation by maturing our values, culture, policy and structures in a way that embeds reconciliation in everything we do. We are changing our ways of knowing, working and being to support sustainable reconciliation and activate a relationship between Indigenous and non-Indigenous staff, students and community. Our three campuses in Melbourne (City, Brunswick and Bundoora campuses) are located on the unceded lands of the people of the Woi Wurrung and Boon Wurrung language groups of the eastern Kulin Nation.

Why work at RMIT University

Our people make everything at the University possible. We encourage new approaches to work and learning, stimulating change to drive positive impact. Find out more about working at RMIT University, what we stand for and why we are an Employer of Choice.

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

We want to attract those who will make a difference. View RMIT's impressive standings in university rankings.

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

College/Portfolio/Group

Digital Development

- Creation of digital learning resources
- On-location video and audio recording
- Editing of existing digital resources
- Photography, illustration and digital 2D and 3D 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
- Advice and support in the maintenance and administration of a Learning Environment (Canvas)

Position Summary

The Digital Media Designer is responsible for creating effective media resources, audio, video, graphics, and animation for online learning and other digital environments. This role contributes to innovative learning solutions and ensures the seamless integration of media into digital platforms to enhance the overall student experience. As a member of the Digital Development team, the position works collaboratively and proactively with a range of stakeholders to achieve strategically aligned and sustainable outcomes.

Reporting Line

Reports to: Senior Learning Designer (Team Lead). STEM College

Direct reports: Nil

Organisational Accountabilities

RMIT University is committed to the health, safety and wellbeing of its staff. RMIT and its staff must comply with a range of statutory requirements, including equal opportunity, occupational health and safety, privacy and trade practice. RMIT also expects staff to comply with its policy and procedures, which relate to statutory requirements and our ways of working.

RMIT is committed to providing a safe environment for children and young people in our community. Read about our commitment and child safe practices. <https://www.rmit.edu.au/about/our-locations-and-facilities/facilities/safety-security/child-safety>.

Appointees are accountable for completing training on these matters and ensuring their knowledge and the knowledge of their staff is up to date.

Key Accountabilities

- Design and create consistent, accessible visual assets for implementation in online and blended learning spaces
- Design and produce digital/video content for learning, courses and programs

- Produce high-quality, digitally accessible learning resources and solutions to enhance educational experiences
- 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 into a Learning Management System (Canvas)
- 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, digitally accessible media solutions, using learner experience methodologies
2. Strong knowledge of HTML, CSS and other authoring languages, and an ability to work in teams using collaboration tools
3. Lead art direction for print, web and video resources by applying communication design principles and protocols
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. Work in partnership with learning designers, developers and producers to develop innovative, digitally accessible courseware and training products
6. Excellent skills in the application of communication design principles and protocols for diverse audiences and for print, web-based and digital media forms
7. Highly developed communication skills including the ability to interpret and communicate academic, learning design, business and audience requirements into engaging user experiences
8. Excellent organisational and project management skills, and the ability to prioritise work, work to deadlines and undertake multiple parallel projects
9. Demonstrated ability to identify, assess, test and evaluate technical applications and platforms for the development and delivery of digital products and resources
10. High-level skills using digital media technologies for learning and teaching
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.

Note: Appointment to this position is subject to passing a 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.

Endorsed:	Signature: Name: Title: Date:	Approved:	Signature: Name: Title: Date:
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