

POSITION DESCRIPTION

Cancer Council Australia is the nation's leading non-government cancer control organisation. It develops and promotes independent, evidence-based policy and information on cancer prevention, detection, treatment and care. It supports its members, the eight state and territory Cancer Councils, to: undertake and fund cancer research; prevent and control cancer; and provide information and support for people affected by cancer.

JOB TITLE:	UX/UI Designer	DIVISION:	Digital
LOCATION:	Sydney	STATUS:	Permanent
REPORTS TO:	Head of Digital Development	HOURS:	35 hours per week
POSITION NO:	CCA-DIG-03-2021	LAST UPDATED:	October 2021

Organisational context

As Australia's leading cancer charity, Cancer Council unites the community, provides support, invests in research and saves lives. We are proud to work across all stages of the cancer journey from prevention to end of life.

Cancer Council Australia's key strategic priority areas are research, prevention, support, policy, advocacy and sustainability.

Role description

The UI/UX Designer sits within the Cancer Control Campaigns & Communications Division in the Digital Team. Our primary role is to use digital channels, including our website and emerging technology, to support an always on and campaign presence across the cancer control spectrum, as well as our fundraising events.

The UI/UX Designer will work across our entire digital portfolio as we optimise and enhance our various sites and platforms. This is a great opportunity for someone to make this role their own and work across a range of mission and education microsites and digital products as well as several national fundraising campaigns to ensure a positive and impactful experience for our supporters.

Cancer Council's website – cancer.org.au – is a key source of cancer information in Australia. This site has recently undergone a major redevelopment and UX/UI Designer will continue to optimise the site's UX and UI, as well as continuing to build out the component library and design system.

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Cancer Council also has some of Australia's most well recognised charity events; Daffodil Day, Australia's Biggest Morning Tea, Relay For Life, Girls Night In and Pink Ribbon Fundraising.

To be successful in this role, you should have experience with design software and wireframe tools, as well as demonstrable experience gathering and analysing user requirements, designing graphic elements and building navigation components.

To be successful, you should be a motivated, proactive and creative designer who is comfortable working independently as well as part of a broader team to deliver a wide range of projects.

We offer a competitive salary with generous salary sacrificing options, flexible working conditions and a real work/life balance. What's even better, every day you will be playing a key role in helping us save lives and end inequalities when it comes to cancer prevention and support.

Primary Accountabilities

1. User Experience (UX) Strategy

- Understand the current user journeys across the various sites and platforms to inform the development of a cohesive user experience (UX) strategy (this includes fundraising sites, cancer.org.au and various other microsites and platforms).
- Incorporate the complexity of our multi-member federation into all strategy and design, including multiple CRMs and business processes amongst our members.
- Develop an integration strategy for the migration and consolidation of member Cancer Council's core websites onto the Kentico Kontent CMS as and when they choose to come onboard.
- Advise on strategy for new campaigns/projects to determine best location & platform (eg part of cancer.org.au or microsite).
- Illustrate design ideas using storyboards, process flows and sitemaps.
- Develop UI mock-ups & prototypes (wireframes) that clearly illustrate the function/look of site and manage the feedback process amongst relevant stakeholders.
- Prepare and present rough drafts to relevant stakeholders.

2. Lead & Execute

- Lead a small team (currently one Digital Producer) to manage and execute the UX strategy as agreed with the Head of Digital Development and wider Digital Team.
- This will include regular catchups with each member of the small team and management of workload priorities and capacity.
- Gather and evaluate user requirements, in collaboration with key Digital Team members to develop SOW's for relevant projects including fundraising campaigns, microsites and other brand or key messaging campaigns (eg Cervical Screening etc).
- Design and maintain the visual elements in the Cancer Council Launchpad library including menus, tabs, buttons, widgets, components and templates to ensure overall site designs adhere to the brand strategy for individual campaigns as well as the overall Cancer Council brand identity.
- Work closely with the wider Digital Team to develop prototypes & translate designs into production code.

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- Create original graphic designs to implement & integrate our brand assets into every project and platform we work on.

3. Test, Learn & Optimise

- Use data driven insights to develop recommendations for website improvements.
- Develop and implement a strategy for the Usabilla feedback platform across our entire digital ecosystem to capture and implement user feedback.
- Effectively implement A/B testing where appropriate to help inform strategy decisions.
- Coordinate UX testing for all key campaign rollouts and when implementing new or significantly updated functionality changes to a site or platform.

4. General

- General ad-hoc graphic design assistance as necessary (eg, email signatures, pop-ups, edm's etc.)
- Assist State & Territory Cancer Council teams with various local fundraising or campaign events as required.
- Coordinate with wider Digital Team to effectively implement, maintain and manage a comprehensive ticketing system (Jira Service Desk) used for support or design requests as well as updates or changes to content on various sites and platforms.

Other Accountabilities

- Collaborate closely with colleagues in a cross-functional team
- Contribute to the overall well-being of the organisation and avoid participation in any activity that might be harmful to the good operation, health, or reputation of the organisation.
- Be alert to any unsafe work practices or environments and take steps to ensure that no staff member or visitor is placed in a position potentially dangerous to themselves or others.
- Other duties as requested

Main Challenges

This role has three main priorities:

- **User Experience Strategy** – Develop and manage the user experience strategy across our entire digital ecosystem including journey mapping, visual design and content structure.
- **Leadership & Execution** – Lead a small team to execute this user focussed strategy across all platforms and sites.
- **Testing, Learning & Optimising** – Design and implement a comprehensive strategy for ongoing testing and optimisation of our entire digital portfolio, advocating for the user to ensure a consistent experience.

Key Relationships

Position reports to Head of Digital Development.

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Position works closely with:

- Head of Digital Development
- Director Cancer Control Campaigns & Communications
- Digital Producer
- Digital Marketing & Projects Specialist
- Digital Product Manager
- SDMG's (Strategic Decision-Making Groups) - Chairs & Members as needed
- External agencies as required

Selection Criteria

Essential:

- Minimum 3-5 years' experience as a graphic/UI designer for web
- Proven work experience or study in user experience
- Portfolio of design projects with UX insights
- Strong skills and up-to-date knowledge of Photoshop, Illustrator, Sketch & InVision
- Experience researching and implementing digital trends and innovations
- Ability to work in a complex structure and adapt accordingly
- Experience working with cross-functional teams and demonstrated success in engaging diverse stakeholders
- Strong written and oral communication skills
- Excellent time-management skills

Desirable:

- Knowledge & experience with online fundraising, especially peer-to-peer fundraising platforms
- Knowledge of web development processes such as storyboarding, user task flows and wireframes
- Experience with HTML5, CSS3, InDesign & Zeplin
- Understanding of and commitment to the not-for-profit sector

APPROVED BY:	Director, Cancer Control Campaigns & Communications	Date:	November 2021
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