



Position Description

Title	Mid-Weight Digital Designer
Division	Generic Publications
Team	Digital Marketing Team
Reports to	Digital Production Manager
Effective date	Immediate Start
Primary objective	
<p>The Mid-Weight Digital Designer works within an in-house team of design and digital marketers to:</p> <ol style="list-style-type: none"> 1. Create digital media campaigns and marketing content across a variety of national and international websites and supporting channels. 2. Perform quality assurance, testing and troubleshooting of digital creative 3. Research and implement latest trends and best practice for web 	
Main Activities	
<ul style="list-style-type: none"> • Design digital marketing creative across the following brands: Harvey Norman Australia, Harvey Norman New Zealand, Domayne, Joyce Mayne and any relevant company groups. • Develop digital products such as engaging landing pages, eDM's and HTML5 banners. • Collaborate with other designers within the digital and print teams to ensure quality creative across all media channels. • Manage personal workload with an emphasis on maintaining the production schedule. • Liaise with the Production Coordinators to ensure all campaigns are completed to-brief and in a timely manner. • Publish campaign content using the web content management systems. • Interpret creative/technical direction from the Senior Designers and Art Directors to develop innovative and exciting digital creative. • Develop skills and knowledge through self-education as well as participation in internal training sessions. • Opportunity to commence mentoring junior designers in an effort to progress skill set. • Keep up to date with latest trends and best practice digital design including brand, usability and web standards.. • Prioritise and act upon requests to ensure the company's needs are effectively and consistently met in a timely manner. • Ensure quality and compliance of all campaign and marketing content. • Advertising Compliance: <ul style="list-style-type: none"> ○ Report all advertising compliance issues immediately to management ○ Undertake advertising planning and request activities in strict adherence with the Advertising Compliance Policy, Raincheck Policy and all issued procedures relating to the provision of advertised offers ○ Carry out all advertising activities in strict accordance with Australian Consumer Law ○ Attend and complete annual compliance training when instructed or required 	

Key skills

- Passionate about digital design with a strong understanding of retail visual communications.
- A solid understanding of the digital creative landscape.
- Proficiency with the Adobe Creative Suite.
- Good working knowledge of XHTML, HTML5, CSS3 and Javascript/Jquery (including standards such as W3C).
- Experience with Bootstrap would be a bonus, but not essential.
- Basic understanding of GIT would also be a bonus, but not essential.
- Strong communication with internal team and ability to explain creative to non-creative audiences.
- Well organised, will an ability to prioritise.
- Be highly creative and have a strong attention to detail.
- Ability to receive feedback from a variety of internal/external stakeholders.
- Ability to set priorities, accomplish objectives in a timely manner, and manage several projects at once
- A team player, with a friendly approach to all members of the workplace.

Contacts

Internal: Digital Marketing and Production team, Advertising Account Managers, Creative Team

External: Marketing Managers, Advertising Suppliers, HN Online

Position Requirements

Qualification:

Tertiary qualification in a related field.

Experience:

Must have a minimum of 3 years experience in a similar position, with a digital portfolio available.