

POSITION DESCRIPTION



MAKING A
DIFFERENCE SO
SOUTH AUSTRALIA
THRIVES



Government
of South Australia

TOURISM.SA.GOV.AU

Position Description

Digital Designer

Purpose of the Position

Reporting to the Creative Services Manager, the Digital Designer plays a pivotal role in shaping SATC's digital presence across web, mobile, and related apps. This role demands a designer with a strong digital mindset, someone who not only has a sharp eye for design and meticulous attention to detail, but also deeply understands how users interact with digital environments.

The successful applicant will be responsible for crafting on-brand intuitive and visually engaging user interfaces, underpinned by sound UX/UI principles. They will be expected to map-out and optimise user journeys, design seamless digital flows, and ensure that every touchpoint reflects SATC's brand identity while delivering a consistent and effective user experience.

Beyond design execution, the Digital Designer will contribute to strategic thinking around digital engagement, working collaborating with the Digital Development team and the broader Marketing teams. Their work will help build awareness and drive demand for South Australia by delivering clear, accessible, and compelling digital platforms that meet both user needs and organisational objectives.

Position Title:	Reports to:	Position Classification:
Digital Designer	Creative Services Manager	Non-Executive
Group / Unit:	Location:	Direct reports:
Marketing	Level 9, SA Water House, 250 Victoria Square	NIL

Our Values



GO BOLDLY

We thrive on taking risks and enjoy stepping outside our comfort zone.



DIG DEEPER

We never settle for simply scratching the surface. We're hungry for knowledge, fresh ideas and innovations.



CAN DO

We believe there's nothing we can't do as a team.



SHARE THE LOVE

We have a passion for excellence and exceeding expectations.

Essential Criteria

QUALIFICATIONS

- Under-graduate or vocational qualification in, Digital Design, Graphic Design; specialising in UI design for digital products such as websites and mobile apps

SKILLS, EXPERIENCE AND KNOWLEDGE

- Experience working in a digital agency environment
- Proficient in Adobe Photoshop, Illustrator and other relevant digital / UI programs
- Experience in responsive UI design with a mobile first approach
- Accustomed to working within established brand guidelines
- Experience designing vector art for icons used in UI design
- Must be pragmatic in your approach to problem solving with a natural drive and determination
- Foresight and knowledge in the consumer journey through appropriate, well versed digital journey mapping
- Enjoy learning new techniques
- Comfortable with changing requirements and situations
- Knowledge and proficiency in the use of the English language
- Ability to work within a team environment and take direction as required
- Self-motivation and self-managed. Able to work without close supervision, within existing guidelines, procedures, and policy
- Comfortable working in an environment that has competing and changing priorities
- Effective communicator who
 - seeks clarification on ambiguity
 - can get productive with legacy PSDs
 - objectively discusses proposed solutions in a productive manner

Desirable Criteria

SKILLS, EXPERIENCE AND KNOWLEDGE

- Motion Design / After Effects / 3D software
- Experience in designing creative assets for print
- Knowledge of HTML and CSS
- Web Content Accessibility Guidelines (WCAG)
- Knowledge and understanding of the tourism industry

Competencies

TEAMWORK	The genuine intention and interpersonal skills to work cooperatively with others, within and across the organisation. It includes respecting others, valuing ideas and diversity, supporting the team environment, and subordinating own objectives to the objectives of the organisation or team.
PLANNING AND ORGANISING	Establishes plans and budgets for self and/or others to accomplish. Organises and schedules resources and activities. Establishes procedures to monitor the results of assignments or projects. Works systematically and structures own time effectively.
INITIATIVE	Takes action to achieve objectives beyond what is required. Self-starting, rather than accepting passively. Displays a sense of urgency and high energy/drive to get the job done. Anticipates problems and takes action.
COMMUNICATION	Speaks clearly and fluently in a compelling manner to both individuals and groups. Clear and concise written communication utilising the appropriate style and grammar for the reader.
CREATIVITY AND INNOVATION	Creates new and imaginative ideas to work-related issues. Identifies fresh and novel approaches and shows a willingness to question traditional assumptions.

Key Responsibilities

DIGITAL DESIGN

- Develop creative digital designs for southaustralia.com using response UX/UI best practice
- Provide guidance and designs for website, mobile and watch apps
- Contribute to UI design for the Trip Planner on southaustralia.com
- Create eDM and support social designs within brand guidelines
- Deliver visual communications that are aligned with brand and marketing strategy
- Recommend new digital approaches and stay on-track with current digital/UI/UX trends
- Working in line with the Creative Services KPIs and measures which support the wider Marketing objectives and business Road Map

PERFORMANCE MEASURES

- Delivery of high standard creative content that is effective and adheres to brand guidelines, tone of voice and upholds brand integrity
- Positive relationships with all internal and external stakeholders
- Presentation of ideas in a clear, concise, and persuasive manner
- Strong customer services and focus skills across all business units to assist and support their goals objectives and briefs
- Able to meet deadlines

DIGITAL DESIGN MANAGEMENT

- Continuous self-management of project to ensure deadlines are met
- Working closely with the Digital Development and Social Media & Content teams to ensure work is delivered to brand and South Australian Government standard
- Works well across team groups or as an individual
- Initiative driven to support the Creative Services team across a range of creative deliverables

PERFORMANCE MEASURES

- Success in meeting project objectives, deadlines
- Quality control of work along with own-work proof checking
- Records, working files, creative components are kept up-to-date and are accurately managed
- Meeting across the teams where required, to ensure digital design creative is on track and creatives are working with development team build schedules
- Follow up and de-brief after digital products have gone live

DIGITAL SUPPORT

- To support the wider Marketing teams on digital ideas and recommendations
- Own the digital creative space to ensure we are leading the way in digital design
- Ensure digital designs are supporting the businesses strategic directives
- Ability to manage business expectations
- Ability to work through government guidelines and changing environments

PERFORMANCE MEASURES

- Supplying high quality digital and design creatives across the whole of business
- Ensuring we are delivering and adopting the best practice approach to digital design
- Records and archives are kept up-to-date and are accurate
- Delivering recommendations and lead the way through the digital landscape

ORGANISATIONAL CONTRIBUTION/SAFETY AWARENESS

- Adhere to SATC policy and procedures on all matters relating to health and safety.
- Ensure that SATC vehicles are maintained in accordance with SATC Motor Vehicle Policy, attend driver training, and drive according to the law and prevailing conditions.
- Follow the principles of a sustainable working environment by following organisational greening initiatives

PERFORMANCE MEASURES

- 100% commitment to Work Health and Safety (WH&S).
- 100% attendance in relevant WH&S training.
- Ensure knowledge and appropriate application of WH&S procedures and policies

Special Conditions

- The appointment will be subject to a 6-month probation period. Continuation of the contract is conditional upon the achievement of performance objectives and the allocation of sufficient funding.
- The incumbent will be required to undertake an annual performance agreement with their direct manager, using the SATC's Performance Development process.
- Take personal responsibility for understanding and complying with the South Australian Tourism Commission policies on WHS, equal employment opportunity and public administration.
- The incumbent is responsible and accountable for keeping accurate and complete records of their business activities in accordance with the State Records Act 1997.
- It is the policy of the Commission that staff can be reassigned to other positions or roles consistent with their classification level to meet changing work demands and/or their personal development needs.
- The incumbent may be required to undertake a relevant national police check or employment screening check
- Class C Drivers Licence and willingness to drive
- Out of hours work, intrastate and interstate travel may be required.

Position Description

Digital Designer

Purpose of the Position

Reporting to the Creative Services Manager, the Digital Designer plays a pivotal role in shaping SATC's digital presence across web, mobile, and related apps. This role demands a designer with a strong digital mindset, someone who not only has a sharp eye for design and meticulous attention to detail, but also deeply understands how users interact with digital environments.

The successful applicant will be responsible for crafting on-brand intuitive and visually engaging user interfaces, underpinned by sound UX/UI principles. They will be expected to map-out and optimise user journeys, design seamless digital flows, and ensure that every touchpoint reflects SATC's brand identity while delivering a consistent and effective user experience.

Beyond design execution, the Digital Designer will contribute to strategic thinking around digital engagement, working collaborating with the Digital Development team and the broader Marketing teams. Their work will help build awareness and drive demand for South Australia by delivering clear, accessible, and compelling digital platforms that meet both user needs and organisational objectives.

Executive Manager

Erik de Roos
Executive Director
Marketing

Signed

Date

Line Manager

Chris Fox
Creative Services Manager
Creative Services, Marketing

Signed

Date

Incumbent

Name
Title
Marketing

Signed

Date