

To whom it may concern,

I truly believe my 16 years' of professional experience in the APS, my current position as Web Designer for the Department of Defence and previous involvement in a number of Health and Sport creative projects including the Girls Make Your Move social media and my current studies in Web Design and Production hold me in good stead for the Graphic Designer role within All Homes.

In my current role within the Department of Defence, I am both the Content and Web Designer for a public facing website which I helped to Launch in October 2019. In this role, under limited supervision I am required to complete tasks on a daily basis, on time to the specific requirements set out in briefs.

The website I maintain and designed has an already established brand which needs to be adhered too. Images and the design of articles is determined prior to being published on the site. I am required to meet these styles to ensure the site is consistent and easy to navigate for the user ensuring all accessibility requirements are also met.

Having only commenced my role with the Department of Defence in late 2019, I needed to quickly find my feet and manage change efficiently. In less than one week, I acquainted myself with the website's media strategy, the milestones needing to be met and familiarised myself with the entire Content Management System (CMS) as this was necessary in training the rest of the team I lead and how the content was to be developed for publication. For this to have been a successful transition, my communication skills needed to be highly developed, which they are given my extensive experience in preparing written material for diverse purposes and audiences, while always writing concise and clear on complex matters.

For a project such as this which has many moving parts and competing priorities I needed to establish a system which would allow me the ability to meet milestones and KPI's. I currently do this through creating a weekly tasks list which can be accessed by all members of the team. This access allows for my ongoing tasks to be tracked for me personally, but more importantly allows others in the team to understand where projects are up to and allows for them to be informed when I may not be accessible. With open access it allows for tasks to be progressed in a more efficient way in completing tasks.

Having been successful with a number of projects within my time in the APS, I was given the responsibility to manage the external creative agency, layout, drafts and design in bringing Sport 2030 to the public. In another example of my drive and determination in meeting expectations, I took it upon myself to develop InDesign files and templates in my own time which were utilised by the creative agency. Being proactive and developing these templates, the project was able to be fast-tracked while also achieving the desired outcome in a tight timeframe.

In the professional environment I have demonstrated my ability to influence at an executive level on a number of occasions. In 2017, while leading the policy for the 'Girls Make Your Move' national social media campaign. Senior executive was unenthusiastic about the music put forward by the creative agency. Having the policy background and a personal interest in the online communications space, I took it upon myself to construct an options paper with a range of soundtracks, artists and the interpretations of the lyrics which would suit the overall messaging the Department of Health was looking to convey. The music put forward by me was in the end chosen by executive as the soundtrack used. This was only possible due to my ability to influence upwards through my experience and being clear and succinct.

During my time of studies, I have familiarised myself with Adobe Creative Suite (InDesign, Photoshop and Illustrator) as I have been required to design banners, imagery and merchandise for the site and podcast series which is also housed on the Website. I have also discovered a passion for being more creative in design and media while also building a portfolio of work. I am passionate about social media and the way in which it can engage with clients and followers and the importance of an effective interaction.

By the end of 2021 I will have my Bachelor in Web Design and Production and have the skill set of a full stack developer, ensuring I have the skills to read and write HTML, CSS and other computing code, this ability is a bonus as it allows me to determine errors / issues quicker which will allow for a faster fix to a problem.

I know I can bring value to All Homes and would love the chance to discuss how my experience and skills can contribute to growth of the ever increasing sector of real-estate. Thank you for taking time to review my application.

My Portfolio of work and CV can be found [here](#).

Curriculum Vitae: David Grant

Personal Details

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Security Clearance: Baseline

Education

2003 – 2004 **Diploma of Business Development**
Canberra Institute of Technology
2017 – 2021 (expected) **Bachelor of Web Design & Production**
University of Canberra

Employment History

Web Manager APS 6 **Department of Defence**
November 2019 – Present **The Runway**

Key responsibilities and achievements include:

- Day-to-day management and success of The Runway, serving as overall custodian and ensuring the ongoing improvement;
 - Strong understanding of CMS and Web Content Management (WCM) systems
 - Work with internal and external stakeholders to ensure alignment between the website and communication strategy;
 - Maintain optimal website performance and manage hosting environment (Drupal 7) CMS;
 - Liase with GovCMS (Dept. Finance regularly, development work and ensure CMS updates are in place;
 - Strong understanding of digital functions that support website including AR/PR, demand generation, paid search, and social media;
 - Liasing with Content Manager for digital content to The Runway;
 - Develop instructional material, update existing and expand upon content; and
 - Ensure website functionality, monitor assets and report on website performance through google analytics.
 - Design of Digital Media content (Strategy)
 - Social media engagement (Facebook / IG) Designed articles.
 - Content Creation and development (Podcast Series and Use of 3rd party engagement tools)
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Lead Policy Officer APS 6 **Department of Health**
November 2017 – November 2019 **Office for Sport**

Key responsibilities and achievements include:

- Sports and Physical Activity - Policy and advice to senior executive and Ministers;
 - Preliminary scoping work on Sport 2030 – engagement and consultation strategy;
 - Project Manager – Sport 2030 – Policy development and implementation of the public document;
 - Leading and contributing to the development of briefings, ministerial submissions/correspondence, and new policy proposals for Ministers and Senior Executives;
 - Department stakeholder/international representation and local government engagement (internal & external) including the Committee of Australian Sport and Recreational Officials (**CASRO**) and Meeting of Sports and Recreation Ministers (**MSRM**);
 - Procurement – Market research evaluation panels, focus group testing; and
 - Leading and supporting the development of documentation to the procurement of services process, including Request for Tender documentation, risk plans and evaluation plans.
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Key responsibilities and achievements include:

- Providing up to date, timely and concise advice to the Minister daily;
 - Implementing the government's sports and physical activity agenda / policies;
 - Liaising / networking with government departments, senior management and departmental executive including Sport Australia and the Office for Sport;
 - Representation of the Minister at local meetings and events;
 - Meeting with various government delegates, partnership opportunities, National Sporting Organisations (NSOs), Olympic committee members, sports clubs and sports councils; and
 - Oversight and release and launch of government program including Community Sport Infrastructure and Better Ageing grants programs including briefings and media releases for the Minister.
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Skills & Experience

- Website Design Production / Front-end Design (semantic HTML5 and CSS) - Coding through Brackets software - Web Design attribute analysis, website conventions - Marketing Analysis;
- Graphic Design – Media and Content for use.
- Branding and Content Analysis / Typography & Layout Design.
- Website and APP wire framing.
- Managing CMS – Drupal 7, Word Press and many other CMS platforms.
- Ability to network both internal and external stakeholders and manage working relationships;
- Adobe Creative Suite applications (Adobe Photoshop, Illustrator and In-design);
- Google analytics – Tracking visitor flow and interaction, insight into users and develop recommendations;
- Mentoring junior staff, and forming working relationships which assisted in my professional development;
- Branding / Style Guides for National campaign and guidelines;
- Social Media & Communications Strategies – Working closely within the APS on a social media campaign for Girls Make Your Move; SEO promotion, AdWords research and scrutiny & google analytics (Content Development and analysis of information); and
- Representing the Commonwealth at the 2016 International Society for Physical Activity and Health, Bangkok – Thailand.