## Web Producer

<table>
<thead>
<tr>
<th>POSITION NUMBER</th>
<th>0062103</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROFESSIONAL CLASSIFICATION</td>
<td>UOM 6 - $92,749 - $100,397 per annum (pro rata for part-time)</td>
</tr>
<tr>
<td>STANDARD/SALARY</td>
<td></td>
</tr>
<tr>
<td>SUPERANNUATION</td>
<td>Employer contribution of 17%</td>
</tr>
<tr>
<td>WORKING HOURS</td>
<td>Full Time (1 FTE)</td>
</tr>
<tr>
<td>BASIS OF EMPLOYMENT</td>
<td>Continuing</td>
</tr>
<tr>
<td>HOW TO APPLY</td>
<td>Go to <a href="http://about.unimelb.edu.au/careers">http://about.unimelb.edu.au/careers</a>, under Current staff or Prospective staff, select the relevant option ('Current Opportunities' or 'Jobs available to current staff') and search for the position by title or number.</td>
</tr>
<tr>
<td>CONTACT</td>
<td>Nick Miller</td>
</tr>
<tr>
<td>FOR ENQUIRIES ONLY</td>
<td>Tel +61 3 8344 3832</td>
</tr>
<tr>
<td></td>
<td>Email <a href="mailto:Nicholas.miller@unimelb.edu.au">Nicholas.miller@unimelb.edu.au</a></td>
</tr>
<tr>
<td></td>
<td><em>Please do not send your application to this contact</em></td>
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</table>
ACKNOWLEDGEMENT OF COUNTRY

The University of Melbourne acknowledges the Traditional Owners of the unceded land on which we work, learn and live: the Wurundjeri Woi Wurrung and Bunurong peoples (Burnley, Fishermans Bend, Parkville, Southbank and Werribee campuses), the Yorta Yorta Nation (Dookie and Shepparton campuses), and the Dja Dja Wurrung people (Creswick campus).

The University also acknowledges and is grateful to the Traditional Owners, Elders and Knowledge Holders of all Indigenous nations and clans who have been instrumental in our reconciliation journey. We recognise the unique place held by Aboriginal and Torres Strait Islander peoples as the original owners and custodians of the lands and waterways across the Australian continent, with histories of continuous connection dating back more than 60,000 years. We also acknowledge their enduring cultural practices of caring for Country.

We pay respect to Elders past, present and future, and acknowledge the importance of Indigenous knowledge in the Academy. As a community of researchers, teachers, professional staff and students we are privileged to work and learn every day with Indigenous colleagues and partners.

THE UNIVERSITY OF MELBOURNE

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville is recognised as the hub of Australia’s premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide-range of knowledge-based industries. With outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.

The University of Melbourne employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Find out more about the University’s strategy, ‘Advancing Melbourne’, at https://about.unimelb.edu.au/strategy/advancing-melbourne

CHIEF OPERATING OFFICER PORTFOLIO

The Chief Operating Officer (COO) Portfolio enables quality outcomes for students, staff and partners by delivering University-wide services and operational support to meet the organisation’s evolving needs and strategic goals. The portfolio also works in partnership with teams across the University to drive innovation, transformation and improved performance, within and across functions. It is responsible for functions relating to the University’s finances, property, technology, legal and risk management, student and academic support, research and innovation services, operational performance, business services and sustainability.
The COO Portfolio is comprised of seven sub-portfolios:

- Business Services
- Chief Finance Officer Group
- Legal and Risk
- Office of the COO
- Operational Performance Group
- Research, Innovation and Commercialisation
- Student and Scholarly Services

**STUDENT AND SCHOLARLY SERVICES**
Student and Scholarly Services provides student administration and services from recruitment and point of enquiry to graduation. This team also delivers wellbeing and scholarly services to students and staff.

Student Communications is a core cross-functional team within SASS responsible for designing and delivering integrated and tailored communications to applicants and more than 65,000 current students. The team of more than 20 comprises web specialists, designers, content writers and CRM specialists to deliver student-centred communications that assist students to complete critical administration, engage in enrichment services, seek support and thrive in their studies.

**EQUAL OPPORTUNITY, DIVERSITY AND INCLUSION**
The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation. The University makes decisions on employment, promotion, and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the Advancing Melbourne strategy that addresses diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people’s age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an environment where the compounding benefits of a diverse
workforce are recognised as vital in our continuous desire to strive for excellence and reach the targets of Advancing Melbourne.

**ABOUT THE ROLE**

**Position Purpose:**
The Web Producer is an exciting role in the Student Communications team, responsible for the day-to-day maintenance of Student Communications websites. Websites include, but are not limited to; students.unimelb.edu.au, my.unimelb.edu.au and ask.unimelb.edu.au.

The Producer acts as a first point of contact for all web requests, collaborating closely with colleagues to develop web pages for student-facing campaigns and training and supporting web editors across Student and Scholarly Services (SASS) to deliver best-practice digital content.

The Web Producer is also responsible for proactively reviewing, improving, and reporting on SASS websites, and delivering small/medium sized web projects which improve the student experience online.

**Reporting line:** Web Channels Coordinator
**No. of direct reports:** 0
**No. of indirect reports:** 0
**Direct budget accountability:** N/A

**Key Dimensions and Responsibilities:**
**Task level:** Moderate
**Organisational knowledge:** Moderate
**Judgement:** Significant

OH&S and compliance: All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct. These include general staff responsibilities and those additional responsibilities that apply for managers, supervisors and other personnel. Specific responsibilities for the role are available at [http://safety.unimelb.edu.au/topics/responsibilities/](http://safety.unimelb.edu.au/topics/responsibilities/).

Staff must comply with all relevant requirements under the University’s risk management framework including legislation, statutes, regulations and policies.

**Core Accountabilities:**
- Understand the core objectives of the Student Communications team, and how it aligns to the broader Student and Scholarly Services (SASS) workplans and University strategy.
• Work closely with both stakeholders and specialists in the team (across communications, design and CRM) to plan, develop and deliver content and communications which are informed by business goals and align to the Student Communications Framework.
• Proactively ensure that web content is up to date, meets the needs of target audiences, adheres to tone and style guidelines, is accessible, optimised for search, and consistent.
• In collaboration with the Web Channels Coordinator and/or Digital Channels Lead, participate in projects to deliver enhanced web content and functionality.
• Use data and user feedback to conduct regular reporting on the effectiveness of web channels and provide proactive recommendations to maximise impact and use of resources.
• Develop and deliver training to upskill colleagues and clients in best-practice web content maintenance and reporting.
• Build and maintain positive collaborative working relationships with colleagues, subject matter experts and service owners across SASS.
• Nurture a culture of student communications excellence by acting as a key communications adviser, proactively contributing to University communities, and supporting SASS colleagues to understand and adopt communications frameworks and guidelines.
• Contribute to the Student Communications team's achievement of agreed service levels, standards and reporting requirements to deliver service excellence.
• Participate in coverage of peak period activities to enable Student and Scholarly Services to meet its operational obligations and agreed service levels.
• Demonstrate commitment to the SASS values, actively contributing to a positive and professional work environment that fosters innovation, teamwork, high achievement, continuous improvement and job satisfaction.

Selection Criteria:

Education/Qualifications:
1. The appointee will have a tertiary qualification in a relevant discipline with subsequent relevant experience, or an equivalent combination of relevant experience and education/training.

Knowledge and skills:

1. Experience developing and maintaining user-centered websites (ideally within Squiz Matrix CMS).
2. Strong knowledge of best-practice web standards (eg writing for the web, SEO, accessibility).
3. The ability to use HTML and CSS to build and modify web layouts.
4. Demonstrated ability to analyse and report on the performance of websites and proactively recommend improvements.
5. Strong copy/content writing and editing skills ensuring clear, simple and consistent messaging across channels.

6. Excellent verbal and inter-personal communication skills, with the ability to effectively manage relationships with a wide range of stakeholders and clients.

7. Experience developing and delivering training to upskill colleagues in best-practice web content delivery.

8. High level planning and organisational skills, with the ability to deliver on priorities within agreed timeframes, and effectively prioritise work and delay or defer low priority items.

Other job related information:
Employment in this position is conditional upon reception and maintenance of a Working With Children Check.