MELBOURNE SCHOOL OF ENGINEERING

Digital and Online Channels Coordinator

*INDIGENOUS AUSTRALIANS ARE ENCOURAGED TO APPLY*

<table>
<thead>
<tr>
<th>POSITION NO</th>
<th>0047255</th>
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<tbody>
<tr>
<td>DEPARTMENT</td>
<td>Marketing and Communications</td>
</tr>
<tr>
<td>CLASSIFICATION</td>
<td>UOM 6</td>
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<tr>
<td>SALARY</td>
<td>$83,301 - $90,170 p.a.</td>
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<tr>
<td>SUPERANNUATION</td>
<td>Employer contribution of 9.5%</td>
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<tr>
<td>WORKING HOURS</td>
<td>Full-time (1.0 FTE)</td>
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<tr>
<td>REPORTS TO</td>
<td>Digital and Online Communications Manager</td>
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<tr>
<td>EMPLOYMENT BASIS</td>
<td>Fixed-Term for 12 months</td>
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<tr>
<td>LOCATION</td>
<td>Parkville campus</td>
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<tr>
<td></td>
<td><em>This position may be required to travel and work across multiple campuses</em></td>
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For information about working for the University of Melbourne, visit our website: about.unimelb.edu.au/careers
The University of Melbourne

Established in 1853, the University of Melbourne is a public-spirited institution that makes distinctive contributions to society in research, learning and teaching and engagement. It’s consistently ranked among the leading universities in the world, with international rankings of world universities placing it as number 1 in Australia and number 32 in the world (Times Higher Education World University Rankings 2017-2018).

To discover more about the University’s strategy, Growing Esteem, visit: https://about.unimelb.edu.au/strategy/growing-esteem

Melbourne School of Engineering

Melbourne School of Engineering (MSE) has been the leading Australian provider of engineering and IT education and research for over 150 years. We are a multidisciplinary School organised into three key areas; Computing and Information Systems (CIS), Chemical and Biomedical Engineering (CBE) and Electrical, Mechanical and Infrastructure Engineering (EMI). MSE continues to attract top staff and students with a global reputation and has a commitment to knowledge for the betterment of society.

Our ten-year strategy, MSE 2025, is our School’s commitment to bring to life the University-wide strategy Growing Esteem and reinforce the University of Melbourne’s position as one of the best in the world. Investment in new infrastructure, strengthening industry engagement and growing the size and diversity of our staff and student base to drive innovation and develop the transformative technologies of the future are all fundamental principles underpinning MSE 2025.

Marketing and Communications

The Marketing and Communications team delivers strategic marketing and communications initiatives that support the University’s position as a worldwide leader in engineering and IT teaching and research. The unit manages the Melbourne School of Engineering brand and offers services and advice to support the Schools’ marketing and engagement activities.
Position Summary

In this role, you support the delivery of our School’s marketing and communications strategy through development and maintenance of the School’s web and online channels.

Working in this position you will liaise with stakeholders across all business units including sub-schools, departments and research groups, to create a dynamic and effective web presence to showcase our research, teaching and people.

You will collaborate closely with stakeholders to develop pages for campaigns and groups, and to deliver best-practice content, proactively reviewing, reporting on and improving all web channels, and acting as the point of contact for web requests.

You will also deliver small to medium-sized web projects which improve the student experience online.

Utilising excellent communication and interpersonal skills, high-levels of attention to detail, and expert knowledge of how to achieve the best outcomes online, you will actively ensure web content is up-to-date, on brand, engaging, and meets the needs of our internal and external stakeholders.


1. **Selection Criteria**

   - Tertiary qualification in a relevant discipline with subsequent relevant experience, or an equivalent combination of relevant experience and education/training.

   - Demonstrated high-level of coding skills (HTML) and content management system (CMS) experience, as well as user-experience design, with backend development and front-end design skills.

   - Thorough working knowledge of common enterprise content management systems (e.g. WordPress, Matrix CMS).

   - Excellent organisational skills and demonstrated ability to manage numerous projects simultaneously involving external suppliers and agencies to ensure the timely delivery of activities.

   - Well-developed conceptual, analytical and problem-solving skills and a demonstrated capacity to exercise sound autonomous judgement.

   - Ability to work collaboratively, positively and flexibly, both in a team and independently, to achieve results.

   - Excellent interpersonal and communication skills with the ability to build effective relationships with a variety of internal and external stakeholders at all levels.

**DESIRABLE**

- Significant experience with the Squiz Matrix Content Management System. Working knowledge of common CRM systems (e.g. Nexus, Salesforce). Working knowledge of HTML and CSS.

- Experience working closely with a digital marketing team to support campaigns and conversion activity.

- An understanding of the structures and procedures associated with working in the higher education sector.
2. Key Responsibilities

WEBSITE DEVELOPMENT AND SUPPORT

- Support the implementation and delivery of the School Marketing Communications strategy working in consultation with the Digital and Online Communications Manager.
- Provide web support and development services in support of marketing and communications activities within the Marketing and Communications Unit and business units within MSE.
- Own the quality control for digital content, including editing and proofreading a variety of content types for websites, ensuring they meet style, tone and marketing message requirements.
- Address site bugs as they are identified.
- Deploy content using content management systems where required.
- Keep across best practice in digital content provision and the capabilities and restrictions of the University CMS and Web Design System.
- Understand and adhere to user-centred design principles.
- Ensure delivery of functional, accessible, and aesthetically pleasing web pages that accomplish both business and user goals.
- Provide recommendations regarding continuous improvement for School websites and new and emerging technologies for inclusion in future updates of relevant websites.
- Provide expert advice in developing content, page layouts and websites.
- Work collaboratively with the University DOC’s Team to implement the University’s web brand/style guide.
- Build effective working relationships within MSE and the wider University community to deliver marketing and communications initiatives to support their requirements.

RELATIONSHIP MANAGEMENT

- Manage relationships and consult with stakeholders or third-party vendors.
- Assess, prioritise and manage the flow of content changes requested from stakeholders, providing excellent customer service.

CROSS FUNCTIONAL TEAMWORK

- Liaise closely and build positive relationships with staff at various levels across the University to facilitate the efficient provision of content for websites.
- Liaise as required with ITS regarding any web-related technical issues that arise.
- Establish effective stakeholder engagement across Faculty Occupational Health and Safety (OH&S) and Environment Health and Safety (EH&S) responsibilities as outlined in section 4.
3. *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 University’s People Strategy 2015-2020 and policies that address 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 Growing Esteem.

4. *Occupational Health and Safety (OHS)*

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.

OHS responsibilities applicable to positions are published at: http://safety.unimelb.edu.au/people/community/responsibilities-of-personnel

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.