Melbourne Graduate School of Education

Digital Engagement Officer

POSITION NO 0059817

CLASSIFICATION UoM Level 6

SALARY $92,749 - $100,397 per annum

SUPERANNUATION Employer contribution of 17%

WORKING HOURS Part-time (0.8 FTE)

BASIS OF EMPLOYMENT Fixed-term until June 30 2025

OTHER BENEFITS https://about.unimelb.edu.au/careers/staff-benefits

HOW TO APPLY Online applications are preferred. Go to http://about.unimelb.edu.au/careers, select the relevant option (‘Current Opportunities’ or ‘Jobs available to current staff’), then find the position by title or number.

Indigenous applicants are encouraged to apply

CONTACT FOR ENQUIRIES ONLY Suzi Taylor, Communications Manager

0447 333 834

Please do not send your application to this contact

For information about working for the University of Melbourne, visit our website: about.unimelb.edu.au/careers

Date Created: 29 June 2022
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.

Position Summary

The Digital Engagement Officer will build the reach, engagement and profile for Ngarrngga through social media, website content and robust email marketing. Ngarrngga means ‘to know, to hear, to understand’ in Taungurung language. It is a project which aims to empower educators to teach Australian students about the depth and wealth of First Nations peoples’ histories, cultures and contributions to Australia.

Ngarrngga is a signature initiative of the University of Melbourne. It is led by the Melbourne Graduate School of Education (MGSE) in partnership with the University of Melbourne’s Indigenous Knowledge Institute and Indigenous Studies Unit.

The successful applicant will undertake a range of digital engagement tasks including monthly email newsletters, updating the website, executing a multi-channel social media strategy and reporting on analytics and user behaviour to provide critical insights.

It is necessary for the incumbent to bring a broad, strong skill set in digital marketing, and an ability to create compelling content targeting audience needs and interests. To be successful in the role will also require strong organisational skills, professional communication, sound editorial judgement and attention to detail.

1. Key Responsibilities:

- Coordinate and execute email newsletters (effectively segmented for key stakeholders)
- Execute multi-channel social media strategy (crafting, posting, reporting)
- Build and maintain email and social media marketing campaigns under direction of Communications Manager
- Develop and build digital advertisements (including Google Ads) for key Ngarrngga events and announcements
- Report on analytics and user behaviour to provide critical insights
- Oversee the day-to-day requirements of Ngarrngga’s website, including the lay-out of content and following best practice UX and tagging principles to maximise SEO
- Collaborate with Curriculum writing team to publish curriculum resources
• Work with Program Support Officer to maintain and expand the contact database (CRM)
• Assist in livestreaming talks and events on socials
• General administrative and scheduling tasks associated with marketing and communications activity

1.1 RESPONSIBILITY AND COMPLIANCE

- Maintain a sound knowledge of current University Policy and Procedures, and reliably follow these or provide compliant advice to others.
- Reliably follow communications protocols and/or policies as appropriate.
- Occupational Health and Safety (OH&S) and Environmental Health and Safety (EH&S) responsibilities as outlined in Section 5.
- Behavioural Expectations - All staff are expected to maintain the following behaviours:
  - Treat everyone equitably; act fairly and demonstrate respect for diversity and inclusion of all staff, students and visitors.
  - Be an effective team player who is cooperative and gains the trust and support of staff, peers and clients through collaboration.

2. Selection Criteria

2.1 ESSENTIAL

Education/Qualifications

- Education/Qualifications: The appointee will have a relevant degree in marketing, communications or a related field or will have equivalent experience in a similar role.

Knowledge and skills:

1. Excellent written, oral and interpersonal communication skills
2. Demonstrated experience and ability to execute digital campaigns across social media and electronic direct mail that build reach and engagement
3. High-level skills in SEO and user engagement with proven results in building website traffic and reducing bounce rate
4. High-level analytic skills, including the ability to use data to refine and innovate future offerings
5. Sophisticated technical proficiency with CRM, CMS and associated plug-ins
6. A high degree of accuracy in written communication
7. Exceptional organisational skills – including reliability, accountability and the ability to prioritise
8. Strong editorial judgment
3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE
The Digital Engagement Officer operates under the direction of the Communications Manager. The nature of the role requires the incumbent to be highly self-motivated with strong time management, attention to detail and organisational skills to meet deadlines. The incumbent must also be adept at working independently as well as participating in a unit as an effective team member. It is expected that they will take initiative to anticipate social media opportunities and in the moderation of content, referring up when necessary.

3.2 PROBLEM SOLVING AND JUDGEMENT
The position requires the efficient administration of a wide range of tasks and the management of multiple deadlines. The incumbent will be required to exercise sound editorial judgment and use diplomacy and discretion in all internal and external communications.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE
The Digital/Graphic Designer will be expected to develop knowledge of the project’s administrative functions, as well as relevant Ngarrngga style guides, processes and protocols for using, creating, and protecting Indigenous Cultural and Intellectual Property. They will also be expected to follow Melbourne Graduate School of Education’s policies and procedures, to ensure that key responsibilities are executed.

The position requires excellent interpersonal skills to facilitate effective communication with team members and other stakeholders.

4. 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.
5. **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:

https://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.

6. **Other Information**

6.1 **ORGANISATION UNIT**

www.mgse.unimelb.edu.au

The Melbourne Graduate School of Education (MGSE) fosters staff productivity, growth and engagement in a collective effort to enrich the contribution that education makes to society. We conduct research and teaching that leads to the transformation of education practice both within and beyond the profession. MGSE stimulates learning that enriches the potential of students from around the world, enabling meaningful careers and profound contributions to communities. We provide research leadership, setting the direction for high-impact, innovative and responsive research that addresses the pressing issues of our time. We lead purposeful engagement with society, sharing our resources and expertise as part of collaborative efforts to build a resilient, equitable and sustainable future.

6.2 **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 employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Further information about working at The University of Melbourne is available at http://about.unimelb.edu.au/careers

6.3 **ADVANCING MELBOURNE**

The University’s strategic direction is grounded in its purpose. While its expression may change, our purpose is enduring: to benefit society through the transformative impact of education and research. Together, the vision and purpose inform the focus and scale of our aspirations for the coming decade.

Advancing Melbourne reflects the University’s commitment to its people, its place, and its partners. Our aspiration for 2030 is to be known as a world-leading and globally connected Australian university, with our students at the heart of everything we do.
We will offer students a distinctive and outstanding education and experience, preparing them for success as leaders, change agents and global citizens.

We will be recognised locally and globally for our leadership on matters of national and global importance, through outstanding research and scholarship and a commitment to collaboration.

We will be empowered by our sense of place and connections with communities. We will take opportunities to advance both the University and the City of Melbourne in close collaboration and synergy.

We will deliver this through building a brilliant, diverse and vibrant University community, with strong connections to those we serve.

The means for achieving these goals include the development of the University of Melbourne’s academic and professional staff and the capabilities needed to support a modern, world-class university. Those means require a commitment to ongoing financial sustainability and an ambitious infrastructure program which will reshape the campus and our contribution to the communities we engage with. This strategy, and the priorities proposed, is centred around five intersecting themes: place, community, education, discovery and global.

6.4 GOVERNANCE

The Vice Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at https://about.unimelb.edu.au/strategy/governance