



POSITION DESCRIPTION

Advancement, Communications and Marketing
Chancellery

Content Coordinator (FBE)

POSITION NO	0020939
CLASSIFICATION	UOM 6
SALARY	UOM 6 - \$92,749 - \$94,607 per annum (pro rata for part-time)
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Part-time (0.8 FTE)
BASIS OF EMPLOYMENT	Fixed term till 20 December 2024
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.
CONTACT FOR ENQUIRIES ONLY	Deenu Rajaratnam, Marketing Manager FBE/MLS/MGSE Email deenu.rajaratnam@unimelb.edu.au <i>Please do not send your application to this contact</i>

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about.unimelb.edu.au/careers

Position Summary

The Content Coordinator is responsible for generating highly engaging content across multiple mediums and platforms, employing high-level storytelling techniques to bring Faculty propositions to life.

Reporting to the Marketing Manager, this position will be primarily responsible for identification, production and curation of video, written and photographic content across publications, webpages and owned channels to support Faculty marketing communications and engagement initiatives.

This position will also be responsible for coordinating integrated content planning and production, including liaison with external vendors and internal stakeholders as required. The position may also be called upon to deliver other marketing activities as required.

The role will also deliver project management tasks including timelines, tracking of project activities, deliverables and budgets, reporting and other project management tasks as required.

1. Key Responsibilities

- ▶ Curate and produce engaging content for use across printed and online publications and digital and owned channels.
- ▶ Provide strong creative input, administrative coordination and planning skills across activities including, but not limited to, the development of marketing communications materials both printed and online, photography and video content.
- ▶ Ideate, research and develop key pieces of editorial content to support the promotion of the university's teaching and learning offering
- ▶ Coordinate, liaise and interview key stakeholders (internal & external) where required in the development of content pieces
- ▶ Distil the information from various sources, including internal documentation and relevant background material, to develop content that is compelling, engaging, and relevant to audiences.
- ▶ Collaborate with the Brand marketing communications team to manage the co-ordination of integrated content production activities where required, including liaison with external vendors and internal stakeholders.
- ▶ Delivery of project management tasks including timelines, tracking of project activities, deliverables and budget, reporting, and other project management tasks as required
- ▶ Delivery of other marketing activities as determined by the Marketing Manager, to support key Faculty priorities and initiatives
- ▶ Support continued innovation of the marketing communications strategy through the contribution of insights, data and experience to shape the University's strategic direction across student recruitment and student experience
- ▶ Develop and demonstrate strong stakeholder management skills

2. Selection Criteria

2.1 ESSENTIAL

- ▶ A degree with relevant experience, or extensive experience and specialist expertise in communications, or an equivalent combination of relevant experience and education/training.
- ▶ Excellent skills in verbal and written communications.
- ▶ Expertise in the production of targeted, engaging video and written communications for print, digital and social channels.
- ▶ Excellent track record in executing projects
- ▶ Experience in stakeholder engagement and reputation management.
- ▶ Able to operate with independence in an ambiguous, rapidly changing operating environment.
- ▶ Demonstrated presentation skills
- ▶ Excellent collaborator.
- ▶ Proven ability to build, establish and maintain relationships and manage multiple stakeholders.

2.2 DESIRABLE

- ▶ Proven ability to understand University priorities and work with and manage ambiguity and make strategic decisions in the best interests of the institution.
- ▶ Ability to work to a high ethical standard ensuring professionalism and confidentiality at all times.
- ▶ Proactive inclination and aptitude to take initiative.

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

This role works under the general direction of the Marketing Manager.

The position is expected to be a self-starter and possess excellent organisation skills and the ability to balance priorities and competing demands in a fast-paced, dynamic environment.

3.2 PROBLEM SOLVING AND JUDGEMENT

The role is required to problem solve on a daily basis, managing priority tasks, and asserting judgement in relation to the escalation of any issues that may arise.

They will be required to anticipate and resolve issues and exercise sound judgement in developing communication activities, working with team members and colleagues, including senior staff.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The incumbent is required to develop a sound knowledge of the University's strategic directions to successfully delivery marketing communications.

3.4 RESOURCE MANAGEMENT

No direct reports, however may assist in supervising and directing interns.

3.5 BREADTH OF THE POSITION

The incumbent will be required to liaise across the University, as well as with external stakeholders. High-level relationship building and public engagement capacity is essential, as is the delivery of sophisticated marketing communication strategies.

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 ADVANCEMENT, COMMUNICATIONS AND MARKETING

This position is within the **Communications and Marketing** team under the Advancement, Communications and Marketing function of the University, led by the Vice-President

(Advancement, Communications and Marketing). Advancement works with colleagues across the University and its affiliates to facilitate mutually beneficial relationships between the University and its alumni, friends and benefactors. **Communications and Marketing** formulates and leads strategies in support of the University of Melbourne's overarching strategic plan, [Advancing Melbourne](#).

The team's role is to:

- Develop and amplify institutional voice, influence and reputation
- Build the University's strategic communication and marketing frameworks around our narrative attributes – boldness; creativity; scale; and impact
- Record all philanthropic donations made to the University
- Lead on donor stewardship
- Manage engagement and communications relating to alum and benefactors
- Maintain the Alumni and Giving website and all alum-related social media accounts
- Lead relevant activities relating to the [Advancing Melbourne](#) strategy

Communications and Marketing formulates and leads strategies in support of the University of Melbourne's overarching strategic plan, [Advancing Melbourne](#). It fosters a culture of best practice and collaboration across the University's marketing functions and uses marketing insights to inform decision-making across the University.

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>