# POSITION DESCRIPTION

**THE UNIVERSITY OF MELBOURNE**

**Student and Scholarly Services**
**Chief Operating Officer Portfolio**

# Coordinator, Audience Development & Digital Access

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| **POSITION NUMBER** | 0063875 |
| **PROFESSIONAL CLASSIFICATION STANDARD/SALARY** | UOM 7 - $106,432 – $115,211 per annum (pro rata for part-time) |
| **SUPERANNUATION** | Employer contribution of 17% |
| **WORKING HOURS** | Part Time (0.6 FTE) |
| **BASIS OF EMPLOYMENT** | Fixed term available for 12 months |
| **HOW TO APPLY** | Go to http://about.unimelb.edu.au/careers, 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. |
| **CONTACT FOR ENQUIRIES ONLY** | Jon Buckingham<br>Tel +61 3 9035 8716<br>Email  jon.buckingham@unimelb.edu.au<br>*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

## 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 the University's budget and financial performance, and the management of its property and capital.

The COO Portfolio is comprised of eight sub-portfolios covering all areas of our operations, including the newly established Operational Performance group. This has been established to drive and manage a program of operational improvement and service transformation, underpinned by contemporary business insights, data modelling, predictive analytics, digital tools, and service planning.

- Business Services
- Digital and Data
- Finance
- Legal and Risk
- Operational Performance Group
- Property
- 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 and Scholarly Services manages the University's libraries, scholarly and special collections, the University of Melbourne Archives, and learning systems. It provides information, research and online learning and teaching technology services to meet the scholarly needs of students and staff.

## ARCHIVES AND SPECIAL COLLECTIONS

Archives and Special Collections (ASC) develops, provides care for, and facilitates access to the University of Melbourne Archives, Rare Books, Prints, Rare Music, Maps and East Asian collections. The department is led by the Associate Director, Archives and Special Collections and University Archivist. The department sits within Research and Collection Stewardship, a sub-portfolio of Scholarly Services led by the Director and University Librarian.

ASC was formed to realise the social benefit of collections through universal access, their care, and development for teaching, learning and research, now and into the future.

ASC's values include:

- Better Together - empathy, collegiality, respect and collaboration
- Service Excellence - professionalism, creativity and integrity
- Mission Focus - professional commitment, growth, and advocacy

## 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 Coordinator, Audience Development & Digital Access is responsible for working across Archives and Special Collections to establish and deliver an evidence-based approach to the retention of existing and engagement of new audiences for departmental outreach initiatives. In alignment with the University's Widening Participation Program, the role will seek to identify and break down barriers to accessing ASC collections for diverse audiences. This will include creating a comprehensive communications plan that actively engages, informs, and seeks to build ASC's stakeholder community around its externally facing activities; digital resources; academic programming; social media; fellowships, scholarships, and residencies.

The role will focus on the development of a departmental strategy for planning and sustainably delivering digital resources and programming. It will design a plan to review and consolidate ASC's existing online resources, and develop a programmatic approach to digital access for the next 2-5 years.

The appointee will work closely with Coordinator, Academic Engagement, curatorial and archival staff within ASC; will liaise with colleagues in SaSS including the Digital Media Innovation and Library Systems

groups; and with other University teams including Events and Marketing and Creative Services.

Reporting line: Program Manager, Curation and Innovation

No. of direct reports: 0

No. of indirect reports: 0

Direct budget accountability: 0

## Key Dimensions and Responsibilities:

Task level: Moderate

Organisational knowledge: Moderate

Judgement: Moderate

Operational context: Cultural Collections and Archives based in the Baillieu Library, Parkville. Internal stakeholders include collections Managers, Curators, website content creators, External Relations and the Engagement Office. External relationships with peer organisations including libraries, galleries and museums; external graphic designers animators and artists: relevant training organisations.

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/.

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

## Core Accountabilities:

- Coordinate the evaluation of access and engagement activities across the portfolio, both online and in-person; design and implement methods for collecting data on impact and user experience that will assist ASC in meeting its strategic goals.
- Analyse and interpret data to identify ASC's current and potential audiences.
- Undertake Ux testing, and based on evidence, develop a plan to revise and consolidate ASC's online presence to optimise content and maximise visibility, including the departmental website, e-learning resources, social and interactive media.
- Develop a framework for sustainably creating, updating and publishing engaging digital content that resonates with the the communities we serves, and is aligned with University's policy on web-accessibility
- Deliver a strategic program of communication and promotion for ASC's externally facing activities, informed by its target audiences, with a goal of sustaining and building engagement, and breaking down barriers to access. Coordinate, proofread, and ensure accurate communication for campaigns.

- Provide informed recommendations for widening participation and the optimal timing of tactical communications.
- Effectively coordinate production and delivery for online promotional and social media activities, liaising with ASC and University colleagues to maximise impact.
- Contribute to academic engagement with ASC collections via digital platforms through strategic recommendations for digitisation and the development of e-learning and online collection literacy modules.
- Build stakeholder relationships within Scholarly Services, and across the University to increase buy-in for the portfolio's engagement activities. Develop and maintain strategic relationships among academic staff, GLAM sector professionals, researchers and faculties across the University, representing Archives and Special Collections when required.

## Selection Criteria:

Education/Qualifications
The appointee will have:

1. Relevant postgraduate qualification in media and communications, digital development, or a relevant discipline and/or an equivalent combination of relevant experience and education/training.

2. Tertiary qualifications and professional experience in communications, arts or cultural heritage management, and/or an equivalent combination of relevant experience/training.

Knowledge and skills:
1. Extensive experience in the successful development and delivery of digital content, including web accessibility, SEO tactics and digital marketing tools.
2. Demonstrated experience in collecting, analysing and utilising a range of quantitative and qualitative data to review and evaluate audience engagement and access activities; a familiarity with Human-Centred Design and User Experience frameworks.
3. Demonstrated understanding of audience development frameworks, particularly as applies within the context of cultural organisations or the GLAM sector.
4. Strong written and verbal communication skills; the ability to successfully engage audiences at multiple levels from diverse backgrounds; the ability to work collaboratively across a multifaceted organisational context; and to represent the department with external stakeholders.
5. Demonstrated capacity to lead, plan, and monitor projects. Ability to work independently and collaboratively within a multi-disciplinary team, displaying initiative and respect for colleagues and others. Self-motivated, with a flexible and adaptable attitude in a dynamic work environment.
6. Demonstrated ability to prepare and monitor budgets, track expenditure, report progress and work to timelines.

Desirable:

1.  Familiarity with tertiary educational institutions and their operations.

**Other job-related information:**

Occasional work out of ordinary hours and travel to other work locations will be required.

**Special Requirements:**

Employment in this position is conditional upon receipt and maintenance of a Working with Children Check.