



DIGITAL COMMUNICATIONS MANAGER

DEPARTMENT/UNIT	Monash Business School
FACULTY/DIVISION	Faculty of Business and Economics
CLASSIFICATION	HEW Level 8
DESIGNATED CAMPUS OR LOCATION	Caulfield campus

ORGANISATIONAL CONTEXT

Monash is a university of transformation, progress and optimism. Our people are our most valued asset, with our academics among the best in the world and our professional staff revolutionising the way we operate as an organisation. For more information about our University and our exciting future, please visit www.monash.edu.

Monash Business School operates across three of Monash's Australian campuses; Caulfield, Clayton and Peninsula, as well as teaching specialist programs at the Monash city location in the heart of Melbourne's CBD. Together with the School of Business at the Monash Malaysia campus, it makes up Monash University's Faculty of Business and Economics. Monash Business School is structured into seven discipline-based departments (Accounting, Banking and Finance, Business Law and Taxation, Econometrics and Business Statistics, Economics, Management, and Marketing) as well as a number of research centres, units and groups in specialist areas such as leadership and executive education, behavioural economics, development economics, employment and work, finance, global business, and retail studies. To learn more about Monash Business School, please visit our website at www.monash.edu/business.

To support the core operations and strategic priorities of Monash Business School, administrative functions are divided into seven dedicated areas: Student and Education Services, Engagement and Marketing Services, Finance Services, Leadership and Executive Education Services, Operational Services, Performance and Quality Services and Research Services. Each service division has areas of functional specialisation that are aligned with central functions in the co-delivery of services, fostering excellence in service delivery, and capitalising on strategic opportunities for growth and diversification in research and education.

The Engagement and Marketing Services group plays a critical role in supporting initiatives to enhance and extend the brand, prestige and reputation of Monash Business School and to develop meaningful and outcome-focussed relationships with industry, government, prospective students, alumni and other professional communities. The Engagement and Marketing Services group includes the specialist areas of Communications, External Engagement, International Partnerships and Student Recruitment.

POSITION PURPOSE

The Digital Communications Manager is responsible for the delivery of strategic and targeted digital content to enhance and secure the brand position of the Monash Business School. The position manages the online voice on behalf of the Business School and therefore collaborates extensively with the University's Strategic Marketing and Communications (SMC) group to ensure consistency with branding strategy, online campaigns and initiatives. A critical component of the role is an understanding of the strategic priorities of the Business School and University and applying this understanding to the design and delivery of targeted digital communications content.

The Digital Communications Manager oversees and leads a team responsible for maintaining and enhancing the School's digital platforms and content, coordinating and reporting on website analytics, managing and advising on social media activities and managing the relationships with internal and external stakeholders to ensure the delivery of website content to achieve agreed targets, timeframes and style.

Reporting Line: The position reports to the Communications Services Manager under broad direction and operates with a degree of autonomy

Supervisory Responsibilities: This position provides direct supervision to a team of three staff

Financial Delegation: Not applicable

Budgetary Responsibilities: Not applicable

KEY RESPONSIBILITIES

1. Contribute to the strategic planning and achievement of Monash Business School's overall communication and digital marketing goals in its domestic and international markets
2. Manage, coordinate and oversee the operation of Monash Business School's internal and external digital presence and platforms, including website, social media accounts, intranet and internal communications platform, Workplace
3. Manage, coordinate and oversee the execution of continuous updates to website content and sections and rollout of university-led digital improvements
4. Undertake analysis and regular reporting of digital marketing/recruitment campaigns and other strategic branding assets (including website performance)
5. Manage and develop a highly trained, motivated and efficient team with a strong customer focus
6. Manage and coordinate a work environment of continuous review and improvement of business practices, operational processes and service provision
7. Manage and coordinate university-led digital communications and marketing projects and ensure compliance and quality processes relevant to the functional area
8. Develop and maintain strong partnerships with other relevant business units, functional areas and key staff, including provision of expert advice
9. Other duties as directed from time to time

KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:
 - Graduate qualifications or progress towards postgraduate qualifications in digital communications, public relations, communications or a related field, and extensive relevant experience; or
 - extensive digital communications experience and management expertise; or

- an equivalent combination of relevant experience and/or education/training

Knowledge and Skills

2. Excellent operational management skills with proven ability to provide authoritative digital communications advice
3. Well-developed skills in digital analysis and ability to reference these against strategic goals and campaigns
4. Highly developed project management, planning and organisational skills, with experience establishing priorities and meeting deadlines
5. Managerial experience in a large and complex management structure with the ability to motivate and develop a high-performance team
6. Highly developed interpersonal and communication skills with the ability to negotiate and build consensus at senior levels
7. Demonstrated ability to plan and execute effective digital strategy and content creation in a large and complex organisation
8. Excellent working knowledge of contemporary digital marketing campaigns and content practices and the measurement of outcomes
9. Highly polished writing skills and digital editing abilities
10. Working knowledge of programs including Adobe suite, GA 360, Marketing Cloud and digital CMS interfaces Squiz Matrix and Word, as well as any other relevant digital marketing programs
11. Knowledge and experience of the tertiary education market desirable

OTHER JOB RELATED INFORMATION

- The position is based on the Caulfield campus and will necessitate travel to other campuses as required
- There will be a requirement to work additional hours from time to time
- There may be peak periods of work during which taking of leave may be restricted

GOVERNANCE

Monash University expects staff to appropriately balance risk and reward in a manner that is sustainable to its long-term future, contribute to a culture of honesty and integrity, and provide an environment that is safe, secure and inclusive. Ensure you are aware of and adhere to University policies relevant to the duties undertaken and the values of the University. This is a standard which the University sees as the benchmark for all of its activities in Australia and internationally.