SENIOR CONTENT AND SOCIAL CHANNELS MANAGER

**DEPARTMENT/UNIT**
Content and Channels

**FACULTY/DIVISION**
Strategic Marketing and Communications

**CLASSIFICATION**
HEW Level 9

**DESIGNATED CAMPUS OR LOCATION**
211 Wellington Road, Mulgrave

**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](http://www.monash.edu).

The **Portfolio of the Chief Operating Officer and Senior Vice-President** is responsible for the University’s administrative portfolio, which includes the majority of the University’s internal and infrastructure support services and the link between the University and associated organisations. The portfolio ensures the effective integration of people, buildings and technology drive to support the University’s objectives.

The **Strategic Marketing and Communications (SMC) Division** are all about making an impact. This means we set new trends and we get things done. Marketing and Communications at Monash is endlessly transitioning and pivoting – why? Because our focus is our audiences, and they aren’t static – so neither are we.

How, when and where we “market” is defined by students - future, current and past. And the industry partners we work with. We’re future looking and are early adopters of all things that will aid in reaching, attracting, engaging, converting and retaining our audience. Our direction and decisions are fortified by data and we take a digital first approach to how we reach our audiences and partners.

Within the University community we set the strategic marketing and communications direction and are enablers of the brand. We make sure all marketing and communication execution is consistent and amplified to achieve maximum impact. We do this by working in seamless unity with our internal partners. We do all the marketing things you would expect; brand, data, UX and design, digital, demand generation, media and communications, internal communications, and issues management.
POSITION PURPOSE

The Senior Content and Social Media Channels Manager is responsible for the development and delivery of the University’s program of work to become the most socially influential university, and works under the direction of the Director, Communications.

Leading a small team, this role is required to develop and manage the social media and content strategies for the whole of Monash University. As a senior team member in the Strategic Marketing and Communications division, the incumbent is instrumental in managing the creation of engaging content which can be shared with a diverse audience base with consideration given to how the Monash brand is positioned at all times to ensure the content and social strategy reflects Focus Monash and the strategic direction of the University.

Reporting Line: The position reports to the Director, Communications and works with considerable autonomy under broad direction

Supervisory Responsibilities: This position provides direct supervision to two staff and oversees a team of approximately seven staff

Financial Delegation: Not applicable

Budgetary Responsibilities: Not applicable

KEY RESPONSIBILITIES

1. Contribute to strategic planning and the achievement of the University’s goals and key program of work to become the most socially influential university, as a member of the management team

2. Lead and develop a highly-trained, motivated and efficient content production team with a strong workflow focus and strategic alignment

3. Lead and manage the integration of the social media channels and content into the multi-channel personalisation program of work involving significant resources, in accordance with University policies, procedures and strategic priorities

4. Develop and maintain strong partnerships with other relevant business units, functional areas and key staff, including provision of expert advice and ensuring alignment with the marketing program of work

5. Lead and manage significant strategic projects including the cross-channel strategy to ensure integration of channels and content, and other large-scale review and development of policy and procedure, complex compliance and quality processes

6. Lead and manage a work environment of continuous review and improvement of business practices, operational processes and service provision

7. Direct and conceptualise programs of social media and content production, including making recommendations to senior management and coordinating regular high-level business reporting

8. Manage and oversee risk, compliance and quality assurance processes for the content and social functions, including regular monitoring and reporting in accordance with University and legislative requirements

9. Other duties as directed from time to time
KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:
   - postgraduate qualifications in communications, marketing, media or other relevant discipline and extensive, relevant experience; or
   - extensive management experience and proven management expertise; or
   - an equivalent combination of relevant experience and/or education/training

Knowledge and Skills

2. Extensive experience leading and developing strategies in social and traditional media and corporate communications

3. Significant experience in effectively using multiple social media tools and strategies in a complex business environment to promote activities and achieve specific organisational objectives

4. Excellent management, social media and corporate communications skills with proven ability to strategically manage and provide authoritative technical and policy advice at a high level

5. Outstanding planning and organisational skills, with experience establishing priorities, allocating resources and meeting deadlines in a large, complex organisation

6. Demonstrated management experience in a matrix, or large and complex management structure

7. Significant staff management experience with the ability to motivate and develop a high-performance team committed to excellence

8. Highly developed analytical and conceptual skills including demonstrated ability to quickly assimilate new concepts and information and deliver positive, innovative solutions

9. Superior interpersonal and communication skills with the ability to build successful relationships, leverage off extensive existing personal social media networks, influence, negotiate and achieve consensus at senior levels both internally and externally

OTHER JOB RELATED INFORMATION

- A current satisfactory Working With Children Check is required
- Travel to other campuses of the University may be required
- There may 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.