ONLINE CONTENT OFFICER

DEPARTMENT/UNIT: Monash University Accident Research Centre (MUARC)

FACULTY/DIVISION: Office of the Vice-Provost (Research)

CLASSIFICATION: HEW Level 5

WORK LOCATION: Clayton 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.

The Vice-Provost (Research) makes a significant contribution to the University's commitment to excellence and diversity and provides strategic leadership in the advancement and success of the University's research endeavours. Responsibilities include enhancement of the University's research performance; ensuring responsible research practice, integrity and compliance with the Australian Code for the Responsible Conduct of research; delivering on the relevant components of the research strategy; and proactively responding to changes in government policy relating to research activities.

Monash University Accident Research Centre (MUARC) is a world leader in injury prevention research and training. Through excellence in injury prevention research and translation, MUARC supports, challenges and engages citizens, communities, governments and industry to eliminate injury from all causes. MUARC research is interdisciplinary, applying a systems-based framework across all modes of transport, workplace, and home and community sectors. Key to MUARC’s success is stakeholder engagement and delivery of relevant research with real-world solutions that benefit all Australians. To learn more about us and the work we do, please visit our website: www.monash.edu/muarc.

POSITION PURPOSE

The Online Content Officer is responsible for the development and maintenance of the Monash University Accident Research Centre’s online presence via a top-level website which will promote the achievements of our researchers, our research expertise, graduate student opportunities, news and events etc. The Online Content Officer is responsible for overseeing web and design development for the current MUARC website, using the Squiz Matrix Content Management System (CMS) and working closely with research teams to gather up-to-date content.

Reporting Line: The position reports to the Operations Coordinator under general direction.

Supervisory Responsibilities: Not applicable.
Financial Delegation: Not applicable
Budgetary Responsibilities: Not applicable

KEY RESPONSIBILITIES

1. Source or write, review, proof-read, edit and update content as required for delivery online, including the development of email marketing campaigns and Centre website
2. Check accuracy, integrity and performance of content across the various platforms before publishing, and ensure issues identified are resolved
3. Contribute to the Faculty marketing plans and work in progress by providing advice on the latest developments in applications and use of social media and digital marketing opportunities
4. Assist in the delivery of social media marketing campaigns, including the use of digital tools to support the scheduling of messages, optimisation of results, and measurement of effectiveness of each campaign
5. Source relevant news, posts and other content that can contribute to the Faculty social media accounts, news streams and marketing campaigns
6. Provide reports to the Operations Coordinator on online content and digital marketing campaign performance and results
7. Build and maintain effective working relationships with all colleagues and key stakeholders across the Faculty and the University, to ensure that content opportunities can be identified and outcomes are achieved in a cooperative and constructive manner
8. Foster a strong and positive culture, by modelling appropriate values and behaviours at all times

KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:
   - a tertiary qualification in writing, editing, journalism, multimedia or marketing; or
   - an equivalent combination of relevant experience and/or education/training

Knowledge and Skills

2. Demonstrated knowledge, interest and experience in the use of social media tools and platforms, including paid advertising and analysis tools
3. Highly Developed verbal and written communication skills, with the ability to communicate effectively with, and write for diverse contexts and audiences
4. Excellent editing and proof reading skills
5. Demonstrable high level skill and experience in checking and testing that online content meets organizational standards, and demonstrable skill in HTML coding and email marketing campaigns.
6. Good design skills and experience in working with Adobe Photoshop and Illustrator, and/or similar programs
7. Proven track record in working effectively on projects, to tight deadlines, and with a focus on continuous improvement
8. Demonstrated ability to work autonomously and cooperatively in a team environment
9. Ability to work with people at all levels of a large organisation, and from a broad range of backgrounds and cultures
10. Ability and keenness to learn new technology and applications as required
OTHER JOB RELATED INFORMATION

- 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.