CHANNEL AND AI SPECIALIST

DEPARTMENT/UNIT: Content and Channels, Digital Transformation

FACULTY/DIVISION: Office of the Chief Information Officer

CLASSIFICATION: HEW Level 8

DESIGNATED CAMPUS OR 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.

Digital and Monash Connect is responsible for delivering high quality, customer-focused digital and front-line services to students and staff of the University. It provides these services in partnership with a wide range of business units from across the University. In addition, Digital and Monash Connect is responsible for the development of excellent communication and digital experiences to enrolled students and other internal audiences. For more information about the range of services provided by Digital and Monash Connect, see www.monash.edu/connect.

Content and Channels, which includes both a web and AI virtual assistant team, is responsible for providing excellent digital support to internal audiences of the University, with a particular focus on current students. The team initiates and drives online self-service and strategic communications to deliver high quality and timely information through a variety of digital channels.

POSITION PURPOSE

The Channel and Content Specialist is responsible for managing the day-to-day operation and user experience for Monash’s enterprise AI assistant, Chat 365. The Channel and Content Specialist ensures that Chat 365 performs to the highest possible standards, overseeing the maintenance and development of content and the implementation of new conversational flows and features. In providing support and expertise, this role will power next generation experiences for Monash University students in close collaboration with internal stakeholders and business units.

Reporting Line: The position reports to the Digital Lead (Innovation & Emerging Channels DT) under broad direction, working with a degree of autonomy

Supervisory Responsibilities: This position would oversee and manage a team of fixed-term and casual staff members on an ongoing basis

Financial Delegation: Not applicable

Budgetary Responsibilities: Not applicable
KEY RESPONSIBILITIES

1. Lead the University’s chatbot content and experience team
2. Manage the delivery of a high-quality AI assistant in accordance with best practice and University policies, procedures and strategic priorities
3. Train and accurately update content in a timely fashion ensuring it aligns with the best practice style, and reflects any changes in University’s policy or process
4. Manage the development and design of consumer-facing conversational experiences that are contextual, optimised personalised and drive engagement
5. Manage the collection and analysis of data from a variety of sources to assist in the creation of an engaging and personalised customer journey
6. Supervise the conversational designer and writers in the designing, reviewing, and testing conversations for different user intents that can be used for voice-only interfaces (eyes-free/hands-free experiences and visual text and image-based conversations)
7. Work with strategic, creative and technical staff to proactively develop innovative solutions that will benefit the client’s business in relation to conversational design and the user experience
8. Develop and maintain the conversational style guide for text and voice
9. Lead a work environment of continuous review and improvement of business practices, operational processes and service provision
10. Other duties as directed from time to time

KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:
   - a postgraduate qualification or progress towards a postgraduate qualification in a relevant field (e.g. technical writing, information design, conversation design, digital publishing, linguistics) and extensive relevant experience; or
   - extensive experience and management expertise; or
   - an equivalent combination of relevant experience and/or education/training.

Knowledge and skills

2. Experience in digital publishing and content management and development
3. Experience in delivering digital solutions within a SAFE Agile environment
4. Experience building conversations for chatbots, including familiarity with NLU, AI, and analytics tools and technologies
5. Demonstrated experience in writing dialogue, and editing for dialogue, user interaction, character development ensuring high levels of user engagement, including using chatbot conversational frameworks, such as contexts, intents, and entities
6. Staff management experience with the ability to motivate and develop a high-performance team committed to excellent customer service
7. Well-developed interpersonal and communication skills with the ability to provide expert advice and effectively prepare and present complex information in a non-technical manner
8. Demonstrated analytical, research and problem-solving skills and the ability to identify and recommend meaningful initiatives to improve the customer experience

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.