DIGITAL AND SOCIAL MEDIA OFFICER

DEPARTMENT/UNIT	Monash Sustainable Development Institute
FACULTY/DIVISION	Office of the Provost and Senior Vice-President
CLASSIFICATION	HEW 6
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.

The Provost & Senior Vice-President is the Chief Academic Officer of the University and is responsible for: setting the university's academic strategy and priorities with view to improving the education and research performance of the University; oversight of faculties, academic related portfolios and university-wide centres and institutes oversight of academic staffing including recruitment, development, reward and recognition, policies and procedures; strategic leadership for the delivery of academic programs; identifying and cultivating interdisciplinary areas of excellence and collaboration.

As a leading interdisciplinary research, education and impact organisation, **Monash Sustainable Development Institute** (MSDI) is advancing the wellbeing of people and planet, for current and future generations. Monash University has a wealth of sustainable development expertise across its ten faculties. MSDI engages across Monash to bring together applied and transdisciplinary researchers, practitioners and students to advance systems transformation for sustainable development; and provides a platform to create change through deep collaboration, working in close partnership with government, industry and communities to amplify our impact. MSDI is also host to the Sustainable Development Solutions Network (SDSN) Australia, New Zealand and Pacific Regional Centre. We offer forward-thinking study programs and courses that enable people and organisations to engage with and respond to some of the biggest environmental, economic and social issues facing our world today. For more information, please visit www.monash.edu/msdi.

POSITION PURPOSE

The Digital & Social Media Officer is responsible for digital activities to deliver MSDI's communications objectives to maximise the impact of our work. The Officer thinks independently to solve problems and multi-tasks in a dynamic environment, working as part of MSDI's Marketing and Communications team as well as with staff across the Institute's program areas. The position has primary responsibility for managing and creating content

for MSDI's social media accounts as well as developing social media strategies to increase engagement with stakeholder groups through MSDI's social media platforms. The Officer will also maintain the MSDI website and most importantly will apply their specialist knowledge and experience to develop MSDI's website to grow visitation to the site while adhering to Monash University specifications. The Digital & Social Media Officer is expected to contribute knowledge of the changing digital media landscape and social media channels and how content management for discrete audiences can be used to strengthen public engagement.

Reporting Line: The position reports to the Marketing Manager and works under broad direction

Supervisory Responsibilities: Coordinate casual staff as required for website development and maintenance

Financial Delegation: Not applicable

Budget Responsibilities: this position will be required to undertake campaign costings and work within agreed expenditure limits of discrete projects

KEY RESPONSIBILITIES

1. Deliver effective communications through developing, creating and editing engaging online content across digital platforms

2. Actively manage MSDI social media platforms and contribute to social media strategies designed to increase engagement

3. Develop and implement social media campaigns targeting discrete audiences for MSDI and its program areas

4. Actively manage the maintenance of the existing MSDI website to ensure content is kept up-to-date

5. Plan and implement the delivery of new components of the MSDI website within agreed Information Architecture. This includes establishing a timeline, identifying resourcing needs as well as coordinating the development of new content where required

6. Foster effective relationships and work collaboratively with staff across MSDI and the University to generate and/or identify communication activities, storylines and newsworthy angles that align with MSDI's content strategy for inclusion in digital communication channels

7. Contribute to the development of communication plans for key projects and initiatives and as part of a team implement assigned activities

8. Source and share meaningful data and insights to inform campaign targeting and audience engagement across digital channels

9. Participate in, develop and implement continuous improvement activities and ensuring best practice digital communications, including developing and/or modifying policy and processes, as well as implementing change for performance improvements

10. Provide advice and coach colleagues to adopt a consistent, high standard of digital communication

11. Other duties as directed from time to time

KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:

   - a degree in a relevant discipline with substantial subsequent relevant experience; or
   - extensive experience and management expertise in social media marketing and web content management; or
   - an equivalent combination of relevant experience and/or education/training

Knowledge and Skills

2. Exceptional communication skills, including the ability to lead the development of high quality online and social media content, and other digital content for a range of audiences.

3. Experience in conceiving, creating and publishing content for digital marketing campaigns and/or strategic communications across digital platforms including website and social media

4. Experience in developing and implementing social media strategies to grow social media presence and engagement, along with proven experience using analytics to measure and shape content

5. Proven experience in website development and maintenance, applying a best practice approach to website functionality

6. Strong knowledge of IA, UX design and SEO principles, and how these can best be applied across all organisational digital touchpoints (including website)

7. Specialist experience using content management systems and the ability to use CMS software to add to, edit and manage website content

8. Demonstrated ability to work as an effective member of a team as well as the ability to work with independence, judgement and initiative in a busy and complex work environment

9. Strong relationship building skills, including a customer-focused approach and the ability to interact with a variety of stakeholders including internal technical experts and clients

10. Experience in streamlining processes and managing change to improve efficiency and effectiveness of operations, including excellent project management skills

11. Prior experience creating communications content that aligns with MSDI's mission to help achieve the Sustainable Development Goals

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.