



Position Description

Coordinator, Digital Student Media and Communications

Position No: NEW

Business Unit: Deputy Vice-Chancellor (Academic)

Division: Pro Vice-Chancellor (Student Experience and Employability)

Department: Student Communications

Classification Level: HEO6

Employment Type: Continuing, Full-time

Other Benefits: <http://www.latrobe.edu.au/jobs/working/benefits>

Further information about:

La Trobe University - <http://www.latrobe.edu.au/about>

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Position Context

The Digital Student Media and Campaigns team within Student Communications is dedicated to delivering a comprehensive suite of high quality, engaging, timely and consistent communications that resonate deeply with La Trobe's diverse student community.

Reporting to the Manager, Digital Student Media and Campaigns, the Coordinator Digital Student Media and Communications is responsible for the effective coordination and delivery of communications plans and priorities associated with digital student media and student campaign activities to support university key stakeholders and enhance student outcomes. The role will also create and deliver communications that enable broader student engagement activity within the PVC Student Experience and Employability division and the wider DVCA portfolio, to deliver on requirements that align with the strategic goals and objectives of La Trobe University.

Duties at this level will include:

- Discretion to innovate within own function and take responsibility for outcomes; designs, develops, and tests complex systems and procedures.
- Work at this level may require the ability to investigate, interpret or evaluate information where considerable interpretation of existing regulations, policies or procedures is required.
- Performs tasks/assignments which require proficiency in the work area's existing rules, regulations, processes and techniques and how they interact with other related functions, and adapts those procedures and techniques as required to achieve objectives without impacting on other areas.
- Applies appropriate expertise and uses judgement to make decisions where solutions are not obvious, to deliver professional services to meet customer requirements.
- Generates original ideas and innovative solutions through the provision of specialist know how and advice as appropriate.
- Ensures professional and quality service standards are maintained and applied within own area of activity.
- Sets priorities and monitors work flows and systems within an area of responsibility (i.e., for own position).
- Plans and organises individual or team activity with an appreciation of longer-term issues, ensuring plans complement and feed into the broader School/Divisional/Departmental/Sub unit operational plans.
- Plan, write and edit digital student media and communications that are accurate, timely, inclusive, accessible, engaging and resonate deeply with La Trobe's diverse student community.
- Responsible for planning and creating campaign strategies (e.g., digital, direct, promotional) that effectively reach and engage with target audiences across multiple channels.
- Partner and engage with students and university key stakeholders to gain insights to develop and improve communications/content.
- Create, edit, proofread, and publish web content, including web pages, social media and email communications, to meet student needs and enhance their experience.
- Develop creative and engaging digital and campaign content and execute in line with best practice.
- Work with internal and external partners and key stakeholders to create content plans, develop content and deliver on key timelines to meet institutional needs.
- Use data and insights to continuously improve communications.

Essential Criteria

Skills and knowledge required for the position

- Degree with subsequent relevant experience to consolidate the theories and principles learned, or extensive experience, leading to either the development of specialist expertise or to the development of broad knowledge in an administrative field, or an equivalent alternate combination of relevant knowledge, training and/or experience.
- Demonstrated depth or breadth of expertise developed through extensive relevant experience and application.
- Demonstrated ability to gain a conceptual understanding of relevant policies, procedures or systems and interpretation in the application of policy and/or precedent.
- Ability to innovate and take responsibility for outcomes.
- Demonstrated capacity to organise work effectively and efficiently and deliver outputs in a timely manner.
- Demonstrated ability to work independently, follow established procedures with limited supervision and contribute positively to an effective team.
- Excellent communication and interpersonal skills, with a demonstrated customer service focus and solution orientated approach.
- Demonstrated ability to write concise, accurate and engaging content within agreed timelines.
- Proven experience with web content management systems (CMS) (Squiz Matrix preferred), Electronic Direct Mail (EDM) systems (including Adobe Campaign and Campaign Monitor) and digital tools and software (such as Adobe Creative Suite). Ability to troubleshoot HTML and CSS issues.
- Experience in producing content within brand guidelines including copywriting and communication development and management across a range of channels including web, social media and email.
- Proven oral and written communication and interpersonal skills. Demonstrated ability to provide editorial assistance.
- Demonstrated organisational skills and the ability to consistently meet production deadlines.
- Demonstrated ability to guide diverse stakeholders to achieve consensus for mutually agreed views/outcomes that are consistent with the needs of their representative cohorts.
- Strong negotiation and communication skills and the ability to influence and inform students and stakeholders.

Capabilities required to be successful in the position

- Ability to demonstrate self-awareness, see things from another person's perspective and actively seek out and act on feedback to improve knowledge, skills and behaviour.
- Ability to work collaboratively, recognise the value of diversity and model accountability, connectedness, innovation and care.
- Ability to think creatively, explore new ideas and respectfully challenge existing practices in order to improve current ways of working.
- Ability to implement improvements to local processes.

Essential Compliance Requirements

To hold this La Trobe University position the occupant must:

- hold, or be willing to undertake and pass, a Victorian Working With Children Check; AND
- take personal accountability to comply with all University policies, procedures and legislative or regulatory obligations; including but not limited to TEQSA and the Higher Education Threshold Standards.

Other Information

The position description is indicative of the initial expectation of the role and is subject to changes to University goals and priorities, activities or focus of the job.

Position Flexibility

La Trobe University is committed to providing a diverse, inclusive, and respectful working environment for all staff. We offer flexible work arrangements that can assist you in balancing your work and other responsibilities.

Why La Trobe:

- Develop your career at an innovative, global university where you'll collaborate with community and industry to create impact.
- Enjoy working on our inspiring and stunning campuses – the perfect hub for industry, students and academics
- Help transform the lives of students, partners and communities now and in the future

This is more than just a job. Working at La Trobe offers opportunities to demonstrate excellence and transform lives.

Here, you'll join exceptional people, partners and communities, who power our operations with ambition and purpose.

We are forward-looking and culturally inclusive. We continuously review, improve and transform our processes to embrace new, flexible approaches. That means you'll always have the opportunity to succeed and make a difference.

La Trobe's Cultural Qualities:



We are accountable

We strive for excellence in everything we do. We hold each other and ourselves to account, and work to the highest standard.



We are connected

We connect to the world outside – the students and communities we serve, both locally and globally



We are innovative

We tackle the big issues of our time to transform the lives of our students and society.



We care

We care about what we do and why we do it. We believe in the power of education and research to transform lives and global society. We care about being the difference in the lives of our students and communities

For Human Resource Use Only

Last Updated February 2023

Initials:

Date: