

Position Description

Coordinator, Student Communications

Position No:	50141417
Business Unit	Deputy Vice-Chancellor (Academic)
Division:	Student Experience and Employability
Department:	Student Communications
Classification Level:	HEO6
Employment Type:	Full-time, Continuing
Campus Location:	Location independent
Other Benefits:	http://www.latrobe.edu.au/jobs/working/benefits

Further information about:

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

Position Context

The Student Communications team utilise a range of platforms and channels to design and deliver high quality communications and digital content to students. The Coordinator, Student Communications will support the development of content and communications in line with the student lifecycle, including maintaining digital content, preparing and issuing email and SMS communications and maintaining information resources in our CRM. The role will also support communications that enable broader student engagement activity within the Student Experience and Employability division and the wider Academic portfolio.

Duties at this level will include:

- Plan and edit written communication intended for distribution via web and digital channels that is useful, usable, accessible and focused on the student experience.
- Build, test, and publish web content including web pages and email communications.
- Maintenance and ongoing review including regular updates of CMS content (web and Intranet).
- Create written content for web and digital channels that:
 - aligns with core principles of writing for the web (e.g. being concise, well-structured and accessible, using plain English)
 - is optimised for readability
 - tailors content to suit the delivery channel and meet the information needs of specific audiences
 - Includes research of content, facts and other resources.
- Maintenance of the University's student facing chatbot, including:
 - Macro Conflict resolution
 - Leveraging data to generate insights to continually improve the operation of the chatbot (including liaison with subject matter experts)
 - Ongoing maintenance of source materials accessed by the chatbot to ensure quality control
 - Maintaining relevant training materials (manuals, processes etc)
 - Revising and creating dialogue flows.
- Discretion to innovate within own function and take responsibility for outcomes; designs, develops and tests complex systems and procedures.
- Advises on the analysis and interpretation of data, identify trends and test solutions, sources additional related information where appropriate, and reports on progress, to support the resolution of issues/problems.
- 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.
- Identifies additional service requirements or service shortfalls and coordinates and/or designs the delivery of innovative solutions to maximise service quality, efficiency and continuity.
- 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 and for a team or section if applicable).
- Innovates within own function and takes responsibility for outcomes, including the development of section procedures and management strategies.
- Manages own time and workload on weekly and monthly basis to support the achievement of local team and divisional objectives.
- May be considered as the "specialist" in a specific area gained through a detailed understanding of the theory, practice and/or principles underpinning their particular field of work.
- Improves professional capability and expertise through appropriate development and/or professional activities.
- Adapts procedures or techniques to achieve objectives, where these changes are within policy and either their impact is restricted to the work unit(s) concerned or, alternatively, changes arise out of liaison with other areas, meets the mutual needs of the groups concerned and are pursued in concert with them.

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 ability to write concise, accurate and engaging content.
- 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 analytical and problem-solving capability.
- 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 gain a conceptual understanding of relevant policies, procedures or systems and interpretation in the application of policy and/or precedent.

Capabilities required to be successful in the position

- 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.
- Ability to build a culture of continuous improvement, implementing ideas generated by team members.

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 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 October 2023

Initials:

Date: