POSITION DESCRIPTION

Position Title: Digital Marketing and Communications Officer
Organisation Unit: Institute for Teaching and Learning Innovation
Position Number: 3027452
Type of Employment: Full-time, continuing
Classification: HEW Level 6

THE UNIVERSITY OF QUEENSLAND

The University of Queensland (UQ) contributes positively to society by engaging in the creation, preservation, transfer and application of knowledge. UQ helps shape the future by bringing together and developing leaders in their fields to inspire the next generation and to advance ideas that benefit the world. UQ strives for the personal and professional success of its students, staff and alumni. For more than a century, we have educated and worked with outstanding people to deliver knowledge leadership for a better world.

UQ ranks in the world’s top universities, as measured by several key independent ranking, including the Performance Ranking of Scientific Papers for World Universities (43), the US News Best Global Universities Rankings (52), QS World University Rankings (47), Academic Ranking of World Universities (55), and the Times Higher Education World University Rankings (65). UQ again topped the nation in the prestigious Nature Index and our Life Sciences subject field ranking in the Academic Ranking of World Universities was the highest in Australia at 20.

UQ has an outstanding reputation for the quality of its teachers, its educational programs and employment outcomes for its students. Our students remain at the heart of what we do. The UQ experience – the UQ Advantage – is distinguished by a research enriched curriculum, international collaborations, industry engagement and opportunities that nurture and develop future leaders. UQ has a strong focus on teaching excellence, winning more national teaching excellence awards than any other in the country and attracting the majority of Queensland’s highest academic achievers, as well as top interstate and overseas students.

UQ is one of Australia’s Group of Eight, a charter member of edX and a founding member of Universitas 21, an international consortium of leading research-intensive universities.

Our 50,000-plus strong student community includes more than 13,000 postgraduate scholars and more than 12,000 international students from 144 countries, adding to its proud 240,000-plus alumni. The University has about 7,000 academic and professional staff and a $1.8 billion annual operating budget. Its major campuses are at St Lucia, Gatton and Herston, in addition to teaching and research sites around Queensland and Brisbane city. The University has six Faculties and four University-level Institutes. The Institutes, funded by government and industry grants, philanthropy and commercialisation activities, have built scale and focus in research areas in neuroscience, biomolecular and biomedical sciences, sustainable minerals, bioengineering and nanotechnology, as well as social science research.
UQ has an outstanding track-record in commercialisation of our innovation with major
technologies employed across the globe and integral to gross product sales of $11billion+

UQ has a rapidly growing record of attracting philanthropic support for its activities and this
will be a strategic focus going forward.

Organisational Environment

The Institute for Teaching and Learning Innovation (ITaLI) is taking a leading role in teaching
and learning, professional education and innovation. ITaLI is an integrated teaching, research
and service delivery centre for teaching and learning practices at UQ. ITaLI seeks to establish
and maintain a flexible operating structure to drive and support innovation and excellence for
these activities.

Directed by the Pro-Vice-Chancellor (Teaching and Learning), ITaLI provides leadership,
engagement and advocacy in educational innovation, teaching excellence and learning
analytics, and aims to transform teaching and learning across the University through the
delivery of faculty and executive prioritised, teaching and learning projects and services,
including support to deliver UQ’s Student Strategy. ITaLI addresses critical areas of unmet
need in teaching and learning by bridging the gap between the exponentially-expanding
discipline of higher education teaching and the increasing complexity of teaching to assist
University teaching staff and improve the learning experience of students.

For further information on ITaLI, please refer to www.itali.uq.edu.au.

Information for Prospective Staff

Information about life at UQ including staff benefits, relocation and UQ campuses is

DUTY STATEMENT

Primary Purpose of Position

The Digital Marketing and Communications Officer is responsible for ITaLI’s digital content
production and provides high level support with communication and engagement activities at
the Institute.

Duties

Duties and responsibilities include, but are not limited to:

Web and Digital Content

- Provide assistance with the development of communications including the external
  newsletter, marketing material, press releases and general correspondence
- Social media updates (Facebook, Twitter, LinkedIn)
- Digital content production, and increasing ITaLI’s online presence through Search
  Engine Optimisation (SEO)
- Maintain the currency and accuracy of the ITaLI website and intranet
- Coordinate ITaLI’s publication archives and photo library (including photography as
  required)
Monitor national and international media coverage relating to ITaLI
Media tracking through Media portal and reporting

**Design**
- Provide assistance with the promotion of significant communications and marketing activities, including a large annual conference; website updates and design of conference material
- Prepare programs, invitations and other communication documents using Adobe InDesign and Photoshop, e-news software or similar design programs

**Strategy and Planning**
- Coordinate and implement strategic marketing plans
- Contribute to planning of annual marketing and communications activity (calendar)
- Plan and implement integrated marketing campaigns within the Institute
- Provide reports and digital measurements to Institute management regarding campaign results.

**Administration**
- Provision of administrative duties as required

**Other**
Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including but not exclusive to:
- the [University’s Code of Conduct](#)
- requirements of the Queensland occupational health and safety (OH&S) legislation and related [OH&S responsibilities and procedures](#) developed by the University or Institute
- the adoption sustainable practices in all work activities and compliance with associated legislation and related University [sustainability responsibilities and procedures](#)
- requirements of the Education Services for Overseas Students Act 2000, the National Code 2007 and associated legislation, and related [responsibilities and procedures](#) developed by the University

**Organisational Relationships**
The position reports to the Deputy Director (Strategy and Operations), Institute for Teaching and Learning Innovation.
SELECTION CRITERIA

Essential

- Qualifications and training equivalent to an undergraduate degree; or an equivalent combination of relevant experience and/or education/training
- Experience with digital content production and coordination including graphic design
- Experience using social media (Facebook, Twitter, LinkedIn)
- Experience using online databases, online survey tools, the Microsoft Office suite (Word, Outlook, Excel, PowerPoint, and email applications), the Adobe Creative Suite (InDesign, Photoshop, Premiere Pro), e-news software or similar design programs in a higher education or business context
- Publication experience with design layout, graphic design and editing, or the ability to rapidly acquire such experience
- Experience in website maintenance using the University's (or equivalent) Website Content Management System and Wordpress
- Excellent organisational skills with the ability to exercise initiative, manage multiple tasks simultaneously and meet competing deadlines
- A strong understanding of customer service principles, logic and attention to detail, and commitment to professional ethics and achieving goals

Desirable

- Experience in video editing
- Sharepoint, PHP, HTML/CSS, Javascript, MySQL/SQL in an Apache/Unix/Linux environment development skills
- Familiarity with LDAP
- Familiarity with current Learning Management Systems such as Blackboard, Moodle, Canvas, etc
- Commitment to maintaining skills in relevant technology, including innovations and trends in web development in an education environment
- General understanding of LTI integration issues

The University of Queensland values diversity and inclusion and actively encourages applications from those who bring diversity to the University. Please refer to the University’s Diversity and Inclusion webpage (http://www.uq.edu.au/equity) for further information and points of contact if you require additional support.

This role is a full-time position; however flexible working arrangements may be negotiated.

Accessibility requirements and/or adjustments can be directed to the contact person listed in the job advertisement.