POSITION DESCRIPTION

Position Title: Digital Marketing Coordinator
Organisation Unit: Faculty of Engineering, Architecture and Information Technology
Position Number: 3023621
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 (60). 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+ (see http://uniquest.com.au/our-track-record).

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 Faculty of Engineering, Architecture and Information Technology (EAIT) has long, proud traditions of innovation and leadership across student education and research.

In just over a century, more than 27,000 Faculty graduates have gone on to use their UQ education to have significant impact on our state, our nation and across the world. We believe that lifelong success is fostered at UQ through great education – inspiring students to think differently, ask the difficult questions, be a positive disruptive influence, and fulfil every ounce of their potential.

Our research provides a rich and diverse flow of breakthrough technologies that are helping to improve communities around the world. From novel hydrogen storage and next generation polymers to biomedical engineering and mining safety, our research outcomes are solving problems for local and international communities, and our industry partners.

The Faculty recognises and values equity and diversity, and encourages applications from any individual who meets the requirements of this position irrespective of gender, sexuality, race, ethnicity, religion, disability, age or other protected attributes. The Faculty strives to provide an inclusive working environment, and along with the University is committed to supporting staff with family and caring responsibilities by providing policies, programs and initiatives to help balance work and family responsibilities.

For more information about the Faculty, please visit: www.eait.uq.edu.au

Information for Prospective Staff

Information about life at UQ including staff benefits, relocation and UQ campuses is available at - http://www.uq.edu.au/current-staff/working-at-uq

DUTY STATEMENT

Primary Purpose of Position

The Digital Marketing Coordinator position works within the Faculty marketing team and will provide website design and digital content development, documentation, implementation, configuration and maintenance to support the Faculty’s operational units and its Schools.

Duties

Duties and responsibilities include, but are not limited to:

- Design, develop and manage all Faculty, School and Centre web platforms across the Faculty, including content, site structure and design.
• Lead the development and maintenance of online communications across the Faculty via Vision6.

• Coordinate online advertising (Google AdWords and social media) and conduct detailed analysis of campaign performance and recommendations with analytics.

• Seek / develop creative content for online marketing collateral through video, photography and graphic design.

• Advise and collaborate with the Faculty’s Information Technology Infrastructure Group and Information Technology Services to ensure the Faculty’s visual brand across all electronic marketing media by theme design, quality assurance has a consistent application throughout whilst adhering to the Universities branding guidelines.

• Identify, evaluate and implement trends in web development and online communications - particularly related to higher education.

• Build positive relationships with staff across the University.

• Other related 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/School
- the adoption of 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 Marketing and Communications Manager.
SELECTION CRITERIA

Essential

- A Bachelor degree in computing, information technology or multimedia design with good results and subsequent user experience and interface design, software development experience; OR an equivalent combination of experience, education and training.
- Experience in analysis, design and development of vendor, open source and in-house systems or applications.
- Skills in configuration, support and maintenance of vendor, open source and in-house systems or applications.
- Demonstrated effective problem solving skills with the ability to perform research or liaise with others to develop solutions.
- Knowledge of improving user interfaces and user experience based on user testing and quantitative analysis using web analytics and social media monitoring software programs. Demonstrated experience in web development and maintenance using open source CMS (Drupal 7 preferred).
- Programming skills for web development, including PHP, JavaScript, HTML, CSS.
- Knowledge of SEO and best practice principles and accessibility standards for web design and development.
- Excellent communication, liaison, negotiation, and relationship-building skills and the ability to deal effectively with clients and vendors.
- Ability to work to objectives with limited guidance either independently or as a member of a small team.
- Ability to monitor, understand and respond to emerging trends in digital marketing within the higher education sector.

Desired

- Experience delivering digital marketing campaigns across web, email and social channels, including design, content creation, campaign setup, delivery and reporting.

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.