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 rankings, 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 250,000-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

Throughout its history, The University of Queensland has benefited from the support of its alumni and friends to enhance funding, deliver world-class research and allow students to reach their full potential. The St Lucia campus rests on land gifted through the Mayne siblings and the School of Veterinary Science continues to use farmland at Pinjarra Hills, donated to the University in the early 1920s. The modern research-intensive University is supported by a partnership of significant philanthropy and leveraged grants from the government.

As UQ moves into its second century, the University is committed to solidifying its reputation as one of the world’s pre-eminent public research universities. This involves strengthening our brand, improving our links with alumni and partners and promoting a strong culture of giving to significantly grow the sustainable level of philanthropic support the University receives annually. In line with this commitment the University launched its first major comprehensive campaign, Not if, When – The Campaign to Create Change in 2017, with the target of raising $500 million for strategic priorities aimed at empowering student success, transforming teaching and learning, and driving discovery and impact. To learn more about UQ’s campaign visit https://giving.uq.edu.au.

Advancement at UQ works in partnership with academic and professional colleagues throughout the University to increase engagement and to establish enduring relationships with key constituents including alumni, community, friends, organisations, trusts, foundations, industry and corporations. Under the leadership of the Vice-Chancellor, Deputy Vice-Chancellor (External Engagement) and Pro Vice-Chancellor (Advancement), UQ Advancement is investing in a high performing team to partner with UQ academia to deliver new sustainable levels of philanthropic support.

Within UQ Advancement there are three primary portfolios:

The Development and Philanthropy team leads UQ’s philanthropic engagement and fundraising efforts by heading fundraising programs and activities with individuals, trusts, foundations, private ancillary funds and corporations. The team fosters effective relationships with key stakeholders to promote UQ as a worthy destination for philanthropy.

The Alumni and Community Relations team provides leadership on alumni and community engagement, fostering mutually beneficial life-long relationships between UQ and its 250,000+ alumni (50% of whom are living in Queensland and nearly 35,000 alumni are from abroad) while enhancing the brand, and raising the profile of UQ globally. The team promotes stronger connections through a range of high impact events, programs and services, professional networking and volunteer opportunities including engaging philanthropically with the University through the Annual Fund. The Marketing and Communications team within the portfolio leads UQ-wide communication for fundraising and Alumni and Community Relations initiatives. This team also oversees the campus-wide donor relations program.
The Advancement Services team delivers data and gift services, manages the University’s customer relationship management system and manages the University’s philanthropic financial processes. The team also provides services in constituent research, prospect management and analytics/reporting.

UQ Advancement’s recently redefined values and strategic beliefs (below) guide day-to-day processes and behaviours, and will be reflected in all decisions and activities.

**UQ Advancement Values**
- We lead with excellence to achieve high quality results
- We aspire to have the highest level of integrity in all we do
- We do our best when working as a team
- We have a commitment to innovation and continuous improvement
- We create and celebrate a positive work culture

**UQ Advancement Strategic Beliefs**
We believe:
- Philanthropy plays an essential and growing role in UQ’s ability to transform lives through education and research
- High-quality, authentic and responsive relationship-building with key stakeholders is essential to achieving our goals
- That our alumni and donors deserve a transparent and accountable approach to data, reporting, gift administration, investment and stewardship
- That an adaptable approach strengthens our ability to be better colleagues and industry leaders
- That the strongest advancement team will consist of individuals with a commitment to UQ’s mission and a passion for our work.

Further information about UQ Advancement can be found at: [https://alumni.uq.edu.au/](https://alumni.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](http://www.uq.edu.au/current-staff/working-at-uq)

**DUTY STATEMENT**

**Primary Purpose of Position**

The Digital Marketing and Communications Officer supports the Manager, Marketing and Communications, and works alongside a small team within this portfolio, to implement Advancement marketing and communications plans. The position’s primary focus is on the digital elements of these plans, including websites, social media and e-newsletter publication platforms. The position will be required to action other elements of these plans as instructed by the manager and/or departmental director.

**Duties**

Duties and responsibilities include, but are not limited to:

**Coordinate various websites, including content creation.**

- Upload content to the various sites.
- Create content on a regular basis for the sites, as well as additional articles, profiles, graphics and banners as required or instructed by the manager and director.
Monitor the effectiveness of digital marketing and communications tactics on the site by liaising with other Advancement departments as well as leveraging various analytics platforms.

Provide feedback on the effectiveness of the tactics on the site and provide recommendations to the Manager and Director.

Act as key point of contact between central Advancement and other areas that are responsible for the maintenance of the websites including IT Services and several external providers.

Lead digital projects as required, including the creation of additional websites.

Coordinate Social Media Platforms, including content creation

*In partnership with other departmental staff:*

- Ensure that the various marketing and communications social media platforms are operating at a ‘best practice’ level in comparison to other Higher Education and philanthropic organisations.
- Create regular content for these platforms, including articles, profiles, graphics and banners as required or instructed by the Manager and Director.
- Use various analytics platforms to monitor the effectiveness of the social media strategy and report the results and recommendations to the manager and director on a monthly basis.
- Liaise with other departments within UQ, as well as key individuals externally, to source content and ensure a broad range of alumni, research and philanthropic stories are being represented.
- Understand the latest and best practice trends for social media and provide advice and recommendations on future strategy on a periodic basis.

Create content for other publications

- Create content for a range of e-newsletters distributed to alumni and the community.
- Create content for Contact magazine as instructed by the Manager and Director.
- Work with other members of the department to develop additional assets for the various portfolios of Advancement.

Implement other elements of the marketing plan

- Assist in several internal and external market research initiatives throughout the year including advice on the formation of questions, target audiences, activating surveys, and collecting data.
- Assist the manager to implement the marketing and communications plan, which will on occasion include tasks and responsibilities outside of the digital area.

Liaise with other UQ Advancement teams and stakeholders

- Work with the manager to develop practices and initiatives to communicate to, involve, and represent the goals of, various stakeholders including the departments of central Advancement, the Advancement ‘spokes’ within the faculties and institutes, as well business, alumni and other external philanthropic organisations.

Organisational Relationships

The position reports to the Manager, Marketing and Communications (Advancement).
SELECTION CRITERIA

**Essential**

- Qualifications or training equivalent to an undergraduate degree in communications, marketing, public relations or a related field; or an equivalent combination of relevant experience and/or education/training.
- Established track record of developing high quality digital marketing and communications materials.
- Demonstrated knowledge and understanding of digital and social communications platforms and how they apply to marketing and communications environment.
- Ability to work and communicate effectively in a large and complex organisational environment.
- Excellent interpersonal and presentation skills.
- Strong writing skills for a wide range of outcomes including websites stories, social media posts, longer-form features, and media releases.
- Demonstrated personal initiative, good judgment, and the ability to bring positivity and a spirit of collaboration to a team environment.
- High-level organisational skills, attention to detail and the ability to prioritise, meet deadlines and work calmly under pressure.
- Personal integrity, professionalism, a sense of fun and a desire to make meaningful change in the community.

**Desirable**

- An understanding of, and ability to incorporate The University of Queensland’s philanthropic objectives into digital marketing collateral.
- Knowledge and experience using the Drupal website platform, EDM platform Vision6, InDesign as well as the social media platforms of Facebook, LinkedIn, Twitter and Instagram.

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](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.