POSITION DESCRIPTION

Position Title: International Content Producer
Organisation Unit: UQ International
Position Number: 3035820
Type of Employment: Full Time Fixed Term
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+ (see http://uniqquest.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

UQ’s Global Strategy is embedded in the UQ Strategic Plan across discovery, engagement and learning. Our successful global profile is the result of forging strategic partnerships with people and organisations across industry, government, sponsorship, philanthropy, alumni, higher education and research. In support of the University’s Global Strategy, the major functions of UQ International are:

- Identification and development of strategic international initiatives
- Developing and managing key global engagement priorities
- International marketing and promotion, including student recruitment
- International student admissions

UQ International is comprised of three sections: the Director’s Office (including International Admissions), International Marketing and Recruitment, and Global Engagement.

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

To support UQ International’s prospective student engagement by developing international marketing collateral and newsletters ensuring all marketing touchpoints are presented to a high standard.

Duties

1. End to end project management of all international marketing collateral production including concept design, copy writing and editing for:
   a. Annual International Study Guides
      i. Undergraduate
      ii. Postgraduate
      iii. Study Abroad
   b. Other collateral flyers (IB flyer, Onshore schools flyer, Study Abroad flyer)
2. End to end production of UQ International newsletters
   a. Agents (monthly)
   b. UQ News (monthly)
   c. Study Abroad (Quarterly)
   d. Schools Newsletter (Quarterly)
3. Plan, write, edit, adapt and/or proof read content across all marketing touchpoints (UQ International advertisements, editorials, profiles and other promotional materials) and mediums (copy, imagery, and video) ensuring it adheres to brand style guides and is optimised for the channel.
4. In collaboration with the Campaign team, develop a content calendar and produce all content requirements.
5. Coordinate all language translation and typesetting as required.
6. Liaise with external agencies for the development of specific content 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 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 Manager, International Marketing and Communications
SELECTION CRITERIA

Essential

- Qualifications equivalent to an undergraduate degree in communications, marketing, journalism or related field or equivalent experience.
- At least four years relevant work experience.
- Expertise in writing and editing international marketing materials, demonstrating the ability to write in clear, engaging, plain English.
- Proven experience producing prospectuses, brochures, newsletters and promotional materials.
- Scrupulous proof-reading skills and attention to detail.
- Demonstrated high level organisational skills, including the ability to balance competing priorities and work within tight deadlines to achieve work goals.
- Effective interpersonal communication skills including the ability to develop relationships with staff at all levels and work collaboratively.
- Demonstrated ability to prioritise workload, work independently and take initiative within a collaborative team.

Desirable

- Knowledge of the higher education sector.
- Experience working as part of a team, preferably in a tertiary marketing environment which recruits international students.

The University of Queensland values diversity and inclusion.

Applications are particularly encouraged from Aboriginal and Torres Strait Islander peoples. For further information please contact our Australian Indigenous Employment Coordinator at: atsi_recruitment@uq.edu.au

Applications are also encouraged from women.

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