POSITION DESCRIPTION

Position Title: Digital Marketing and Communications Officer
Organisation Unit: Faculty of Business, Economics and Law
Position Number: 3027643
Type of Employment: Full-time, continuing
Classification: HEW Level 5

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 (57), 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://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 Business, Economics & Law incorporates the UQ Business School, the School of Economics, the TC Beirne School of Law, the Australian Institute for Business & Economics (AIBE) and the Centre for the Business & Economics of Health (CBEH).

The Faculty has the largest population of domestic and international students within UQ. Students are enrolled in a myriad of single and dual undergraduate programs – either within the Faculty or across any of the other faculties – and many more postgraduate suites of programs.

Programs are offered at the St Lucia campus as well as offshore and in association with international education providers. The Faculty also offers a range of quality Executive Education and Professional Development programs.

Information about the Faculty may be accessed on the Faculty’s web site at http://www.bel.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

We are looking for an innovative, hardworking and efficient digital communications professional to create targeted content and drive stakeholder engagement.

The Digital Marketing and Communications Officer will shape and deliver social media strategies, optimise and maintain websites and digital marketing campaigns, and provide overall digital marketing and communications support to the Faculty’s Marketing and Communications team.

Duties

Duties and responsibilities include, but are not limited to:

In conjunction with the Communications and Engagement Manager and the Content Writer and Coordinator:

- Create original and innovative social media content and strategies that drive engagement and deliver on team/project objectives
- Design, implement and optimise digital advertising campaigns, specifically on Facebook and LinkedIn, and manage budget spends
- Monitor, analyse, report and improve on social media activities and channels regularly to ensure we maintain a digital-first, consumer-led and best-practice approach
• Support the Website and Digital Content Officer to write, edit and update high quality and targeted content for the Faculty and School websites via the content management system (Drupal)

• Support the Faculty Marketing and Communications team to develop a suite of e-marketing communications, primarily using Vision 6, including event promotions and invitations, newsletters, staff and student emails, etc.

• Create high-quality, focused and accurate copy for campaign material (ads, website copy, social media posts and emails) that aligns with the UQ written style guide and accepted publication standards

• Create photos/images, videos and design elements (email banners, web infographics, social image galleries etc.) for campaign material that correctly and consistently reflect the UQ brand and accepted publication standards

• Apply appropriate University logos and brand elements on all digital communications and assets to ensure brand integrity is being upheld

• Ensure all digital marketing and communications are accurate, informative and add value, while making certain all content adheres to the UQ Writing and Brand Guidelines

• Monitor website analytics (including web forms) and measure results i.e. run reports, survey testing, diagnostics, etc. on online social media, eDMs, publications, events, etc. to report on recommendations for continual improvement and optimisation

• Interact and share knowledge with Faculty and School marketing and communications colleagues to develop work priorities, plans and processes

• Collaborate and build positive relationships with staff at various levels across the Faculty and University to raise the profile of the Faculty and Schools and share news of our achievements in and contributions to the University’s priority areas of learning, discovery and engagement

• Provide budgetary and financial records for relevant projects and maintain areas of the budget tracker corresponding to responsibilities

• Other duties designated by the Faculty’s Communications and Engagement Manager and Senior Manager, Strategic Marketing and Communications.

Other

Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including:

• 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

This position reports to the Communications and Engagement Manager, with ultimate responsibility to the Senior Manager, Strategic Marketing and Communications.
SELECTION CRITERIA

**Essential**

- A degree in marketing, communications or journalism, or a related area
- Exceptional writing skills with the ability to generate engaging social media, web and digital marketing content within short timeframes
- At least two years’ experience in a similar role, well-developed interpersonal skills and time management skills, including an ability to set, enforce and meet deadlines
- Thorough knowledge of and ability to use and implement web, social media and digital advertising applications and reporting tools, such as Google Analytics, Facebook and LinkedIn, for strategic communication campaigns
- Experience in the development, delivery and reporting of integrated electronic communications such as e-newsletters and digital campaigns using software such as Vision 6
- Demonstrated experience with website development via content management systems (CMS) and a basic knowledge of HTML
- A high level of computer literacy, a keen eye for design and detail, and the ability to use a range of computer software packages such as Adobe InDesign, Illustrator, Photoshop and Premier Pro.
- Excellent interpersonal and customer service skills with the ability to communicate effectively with clients phone, email and in person
- Proven ability prioritise own workload, work independently and within a dynamic team environment, and meet deadlines
- Excellent proofreading ability and great attention to detail

**Desirable**

- A degree in business, law or economics
- Demonstrated knowledge of the activities and programs within the BEL Faculty or the ability to rapidly acquire such knowledge
- Familiarity with website usability and customer experience best practice
- Experience in event marketing and communications
- Familiarity with photography and multimedia production for the web and developing digital artwork and collateral
- Ability to take initiative, think proactively, be highly motivated and work collaboratively.

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.

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