POSITION DESCRIPTION

Position Title: Senior Web Coordinator
Organisation Unit: Information Technology Services
Type of Employment: Full Time - Fixed Term
Classification: Hwe Level 7

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 well within the top 100 universities worldwide, measured through a number of major independent university rankings: the Academic Ranking of World Universities, Times Higher Education World University Rankings, US News Best Global Universities Rankings, QS World University Rankings and Performance Ranking of Scientific Papers for World Universities, and is indeed in the top 50 in some of these rankings. In 2013, UQ attracted more Australian Research Council funding than any other Australian university or research body.

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 Australian Teaching and Learning Council Awards for Teaching Excellence 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, and a founding member of Universitas 21, an international consortium of leading research-intensive universities. UQ is also the largest university in Queensland.

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 215,000-plus alumni. The University has more than 7,000 academic and professional staff and a $1.6 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.
Organisational Environment

The Division of Information Technology Services (ITS) at The University of Queensland provides an information environment that supports the teaching, learning, research and engagement objectives of the University and contributes positively to the student experience and the University’s reputation, in line with our values of Service, Team, Accountability and Results. It comprises three major sections located across the University’s campuses: Academic Services, Enterprise Support and University Networks. Also located within ITS is the internationally recognised network security group, AusCERT, which provides internet security services throughout Australia and New Zealand. ITS manages core networks not only for the whole of The University of Queensland but also works with other Queensland universities to manage access to the national university network (AARNet). ITS also operates Supercomputers and many of the University’s largest servers.

For further information visit our website www.its.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

UQ’s online presence is undergoing an exciting period of transformational change. Under the guidance of the Executive Digital Content Manager, the Senior Web Coordinator is responsible for the coordination and delivery of digital content and several key websites associated with UQ’s rapidly growing web development program.

Working collaboratively with a variety of stakeholders on an increasing number of projects, the position will coordinate and deliver digital content for a number of projects and associated websites, consistent with the University’s business requirements and strategic objectives.

The position is also responsible for the implementation and maintenance of standards and guidelines relating to content development, workflow, approvals and production to ensure UQ’s web presence and associated content are maintained, updated and continue to develop with evolving digital content designs and the changing business requirements of the University.

Duties

Duties and responsibilities include, but are not limited to:

- Planning, writing, editing and taking a leading role in the project management of digital content associated with UQ’s rapidly growing web development program.
- Liaising closely and building positive relationships with staff at various levels across UQ to facilitate the efficient provision of content.
- Deploying content across digital outlets/platforms.
- Quality control responsibility for digital content, including editing and proofreading a variety of content types ensuring they meet style, tone and marketing message requirements.
• Liaising closely with UQ organisational units, web content editors, web developers and other relevant staff to ensure timeliness, accessibility, usability and conformance in line with best practice in digital
• Proactively researching, monitoring, evaluating and reporting on innovations in digital content design and advise on their possible use.
• Assist the Executive Digital Content Manager and Content Producer in the uploading of content to the various UQ websites.
• Assist the Executive Digital Content Manager and producers in uploading content, maintaining continuity of themes, designing layout, streamlining navigation and increasing online presence to potential customers.
• An employee may be required to carry out other duties within the scope of the classification and within the limits of their skill, competence and training.

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 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

Some positions may require the incumbents to work rotating shifts with appropriate allowances, or on a rotating roster not involving shift work as such. Some positions may require the incumbent to be available on-call outside of working hours, subject to payment of the prescribed allowance and overtime penalties if necessary. While staff will have a campus nominated as their principal campus, they may be required to work at any University Campus subject to the Travel and Transfer Policy (http://ppl.app.uq.edu.au/content/5.43.09-transfer-and-travel-between-university-locations).

Organisational Relationships
The position reports to the Executive Digital Content Manager and will be required to direct other professional or technical staff on work relating to specific tasks or projects.

SELECTION CRITERIA

Essential
• Completion of a bachelor degree in communications, marketing, journalism or a related area and at least five years’ work experience in digital web content production and/or communications.
• OR an equivalent combination of experience and/or education/training.
• Excellent and demonstrated project management and interpersonal skills including the ability to communicate effectively with clients in both technical and non-technical language and key stakeholders.
• Ability to prioritise own workload, work independently and meet deadlines.
**Desirable**

- Expert writing and editing skills, including aptitude in translating jargon and complex information into compelling content.
- Excellent proof-reading skills and scrupulous attention to detail.
- Demonstrated current working knowledge of relevant technologies, methodologies and best practices such as:
  - HTML and content management systems: Drupal CMS etc
  - SEO best practices.
  - Agile development experience beneficial.
  - Experience with publishing and design software in order to maintain client websites
- Strong understanding of web production and deployment principles/best practices.
- Ability to gather requirements and provide guidance and direction to developers and designers.
- Demonstrated knowledge of search engine analytics to maximize traffic to websites and measure content performance.

**The University of Queensland is committed to equity, diversity and inclusion.**