POSITION DESCRIPTION

Position Title: International Social Media Coordinator
Organisation Unit: UQ International
Position Number: TBA
Type of Employment: Full Time Fixed Term
Classification: 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 (41), the US News Best Global Universities Rankings (45), QS World University Rankings (48), 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 52,000-plus strong student community includes more than 16,400 postgraduate scholars and more than 15,400 international students from 135 countries, adding to its proud 250,000-plus alumni. The University employs more than 6,600 academic and professional staff and has a $1.75 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

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 recruitment by promoting the University across social media channels through the execution of a social media strategy that is aimed at increasing brand awareness, market penetration, international student enquiries and international student recruitment. This role takes responsibility for planning, creating and moderating brand and user-generated content targeted at international students for publishing across UQ’s social media channels.

Duties

- Develop and implement an annual social media content plan that aims to reach and engage with various audiences including prospective and current international students, recruitment agents and industry stakeholders.
- Contribute to the development and execution of all UQ International marketing campaigns and promotional activities, with a view that social media is part of an integrated multi-channel approach.
- Coordinate the development of accurate and timely brand and user-generated content for publishing to internal and external social media channels which meets the University’s brand, communication and style guidelines, by working with Central and Faculty marketing teams, as well as, current students or student groups.
- Maintain the international pages of the UQ Facebook account during business hours and use tools to schedule content across different time zones as appropriate to each market through liaison with the in-market UQ representative.
• Through liaison with UQ social community managers, coordinate all international social advertising for lead acquisition, remarketing and retention objectives.
• Liaise with the International Brand and Marketing Coordinator to develop appropriate graphic and visual content to accompany written social content.
• Work closely with the Marketing Intelligence Analyst to implement measurement plans for social media efforts and systematically review, analyse and optimise social content performance ensuring KPIs are met or exceeded.
• Leverage social listening tools within Oracle Social Relationship Management (SRM) to develop strategies and analyse competition and audience segments.
• Monitor and manage content activity and responses on UQ’s social media channels from international students.
• Oversee the integration of Oracle SRM with Eloqua and UQ CRM to collect prospective international student leads for a holistic view of the acquisition pipeline.
• Keep abreast of changes and advancements in social media marketing and how these impact the use of social media by prospective students throughout each stage of their decision journey.

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 2017 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 marketing, multimedia, communications or related field or an equivalent experience combination of relevant experience and/or education training.
- Experience in content creation and marketing material for social media platforms.
- Proven ability to plan and implement a successful social media content plan across various platforms (eg. Facebook, You Tube, Twitter, Instagram, LinkedIn, Weibo, Wechat) and measuring and reporting on the success.
- Proficiency in social analytics and listening tools.
- Understanding of the role of organic versus paid search with strong experience in paid social media across networks such as Facebook, You Tube, Twitter, Instagram, LinkedIn, Weibo, and Wechat.
- Demonstrated ability to work well as part of a team and develop effective relationships in order to support the planning and implementation of marketing and communications plans.
- Demonstrated high level organisational skills, including the ability to balance competing priorities and work within tight deadlines to achieve work goals.
- Effective written and interpersonal communication skills including the ability to develop relationships with staff at all levels and work collaboratively.

**Desirable**

- Knowledge of the international education industry.
- Experience working as part of a team, preferably in a tertiary marketing environment which recruits international students.
- Photoshop and Premiere Pro editing skills.

*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.