POSITION DESCRIPTION

Position Title: Website and Digital Content Coordinator
Organisation Unit: Faculty of Business, Economics Law
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 (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://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 and Law (BEL) incorporates three schools – UQ Business School, the School of Economics and the TC Beirne School of Law – and two research centres – the Australian Institute for Business and Economics (AIBE) and the Centre for the Business and Economics of Health (CBEH).

With more than 450 staff and 12,000 enrolled students, including 5600 international students, the BEL Faculty is UQ’s largest.

The Faculty offers a wide range of undergraduate and postgraduate programs at the St Lucia campus. It also operates UQ Brisbane City, the University’s newest site in the heart of the Brisbane CBD. Home to students and professionals from select postgraduate programs and UQ Executive Education courses, UQ Brisbane City is a unique space where students, alumni, industry and government can create, connect and innovate.

The Faculty’s high-achieving students are taught by leaders in their fields, many of whom are renowned researchers and consultants to companies around the globe. Students can also connect with the Faculty’s award-winning Student Employability Team to increase their employability, access opportunities and manage their careers.

The Faculty boasts a global, tight-knit alumni network of more than 67,000. BEL alumni hold leadership positions in the private sector, in government and with not-for-profit organisations worldwide.

To learn more about the BEL Faculty, please visit https://bel.uq.edu.au.

Information for Prospective Staff

Information about life at UQ including staff benefits, relocation and UQ campuses is available at https://staff.uq.edu.au/information-and-services/human-resources.

DUTY STATEMENT

Primary Purpose of Position

To plan, produce and maintain content on the Faculty’s websites and copy for digital channels, such as email communications and social media as required. The position will be the link between the faculty, schools, institutes and centres, and central ITS, to ensure any website build development requests are added to the work pipeline for consideration.
Duties

Duties and responsibilities include, but are not limited to:

- Proactively plan, write and edit website content in liaison with the content owners to raise the faculty, centre, institute and schools’ profiles with current and future students, industry and the community.
- Maintain the existing website content to ensure it is accurate, up-to-date and refreshed.
- Contribute to digital marketing strategies to deliver engagement outcomes.
- Plan, write and deploy digital communications.
- Prepare event related promotional content and registration processes on the website or event management system.
- Define and enhance user pathways, calls to action and content based on the website performance and analytics.
- Ensure all content is optimised for search and tagged.
- Deploy and/or share content across digital channels as required eg websites and social media.
- Source and select relevant and suitable visual content and imagery to compliment written content, ensuring it aligns to the brand and digital guidelines.
- Submit functionality and development requests to the Faculty’s Website and Digital Content Officer and central ITS.
- Undertake regular reporting and analysis to provide recommendations for improvement and optimisations.
- Interview students, academics, researchers, staff and alumni to draft content for the websites.
- Liaise closely and build positive relationships with staff at various levels to facilitate the provision of new content.
- Quality control responsibility for digital content, including editing and proofreading a variety of content types, ensuring they meet style, brand tone-of-voice and marketing message requirements.
- Carry out other duties within the scope of the classification and within the limits of 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
Organisational Relationships

The position is supervised by the Website & Digital Content Officer in the Faculty of Business, Economics and Law Marketing and Communications Team, with ultimate responsibility to the Senior Manager, Strategic Marketing and Communications.

SELECTION CRITERIA

**Essential**

- Qualifications and training equivalent to an undergraduate degree in communications, digital marketing or related field; or an equivalent combination of relevant experience and/or education/training.
- Demonstrable experience in web content management, online marketing and communications.
- Demonstrated expertise in writing, editing and publishing in an online context.
- Working knowledge of Content Management systems (CMS), Drupal preferred and Google Analytics.
- Experience using HTML/CSS.
- Familiarity with a variety of online marketing concepts, best practices and procedures, including knowledge of SEO best practices.
- Demonstrated experience consulting with a variety of stakeholders and working collaboratively to achieve objectives.
- Demonstrated organisational and project management skills, including an ability to set, enforce and meet deadlines.
- Demonstrated ability to prioritise own workload, work independently and take initiative within the context of a collaborative team.
- Excellent proof-reading skills and the ability to pay scrupulous attention to detail.

**Desirable**

- Previous experience working with content and brand style guides.
- Previous experience in higher education would be highly regarded.
- Experience using Vision6 and/or email and event marketing platforms.
- Experience with marketing automation.

The University of Queensland values diversity and social inclusion.

Employment opportunities are not limited by race, ethnicity, religion, disability, age, sexuality, gender or other protected attributes. Applications are encouraged from Aboriginal and Torres Strait Islander peoples. For further information please contact our Indigenous Employment Coordinator at: atsi_recruitment@uq.edu.au