POSITION DESCRIPTION

Position Title: Website and Digital Content Officer
Organisation Unit: Faculty of Health and Behavioural Sciences
Position Number: 3029838
Type of Employment: Full time, Fixed term until 30 April 2020
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 CWTS Leiden Ranking (32), the Performance Ranking of Scientific Papers for World Universities (40), the US News Best Global Universities Rankings (42), QS World University Rankings (47), Academic Ranking of World Universities (54), and the Times Higher Education World University Rankings (66). Excluding the award component, UQ is now ranked 45th in the world in the ARWU, and is one of the only two Australian universities to be included in the global top 50.

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 53,000-plus strong student community includes more than 16,400 postgraduate scholars and more than 17,000 international students from 135 countries, adding to its proud 260,000-plus alumni. The University has more than 6,600 academic and professional staff (full-time equivalent) and a $2.15 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+.

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 Health and Behavioural Sciences is a strong faculty that has a coherent focus on health and well-being underpinned by a clear integrative theme related to preventive health and behaviour change. Furthermore, the Faculty provides the opportunity for the allied health sciences to have a strong voice and great visibility within the University.

The Faculty currently includes:

- School of Dentistry
- School of Health and Rehabilitation Sciences
- School of Human Movement and Nutrition Sciences
- School of Nursing, Midwifery and Social Work
- School of Pharmacy
- School of Psychology
- Centre for Youth Substance Abuse Research (CYSAR)
- RECOVER Injury Research Centre
- Queensland Alliance for Environmental Health Sciences (QAEHS)
- Centre for Business and Economics of Health (CBEH)
- UQ Poche Centre for Indigenous Health
- Southern Queensland Rural Health (SQRH)

More information about the Faculty is available at: [http://habs.uq.edu.au/](http://habs.uq.edu.au/)

Information for Prospective Staff

Information about life at UQ including staff benefits, relocation and UQ campuses is available online.

DUTY STATEMENT

Primary Purpose of Position

The Website and Digital Content Officer works within the Faculty's Marketing and Communications team to oversee and manage website design, content strategy, development configuration and maintenance to support the Faculty's operational units, Schools, research centres and research groups.

Duties

Duties and responsibilities include, but are not limited to:

- Oversee and proactively drive design, development, maintenance, and content creation for faculty, schools, centres and research group websites to improve the
user experience, enhance customer connections and increase engagement and conversions and deploy content across digital outlets, consistent with the Faculty and university’s strategic objectives and marketing and communications plans.

- Liaise closely and build positive relationships with content creators, subject matter experts, web developers, and other relevant staff to ensure timeliness, accessibility, usability and conformance in line with website best practices.
- Ensure the integrity of the site performance, design and user experience is maintained in adherence to website guidelines and standards; monitor and ensure compliance by staff.
- Quality control and responsibility for digital content, including copywriting and the ability to create content for specific markets, as well as editing and proofreading a variety of content types for websites, ensuring they meet style, tone and marketing message requirements.
- Manage web analytics (Google Analytics) and corresponding optimisation recommendations for the Faculty, its Schools, research centres and research group websites.
- Source and select suitable visual content e.g. images and/or graphics to complement written content with assistance from Faculty marketing and communications staff.
- Ownership of the website change request process.
- Proactively review and maintain Future Students website content in collaboration with faculty and school academic offices.
- Maintain strong relationships with key stakeholders across the faculty and UQ, including Marketing Communications and ITS, to achieve corporate and faculty priorities.
- Proactively research, monitor, evaluate, and report on innovations in web development, digital marketing, online communications and content strategies and trends to develop and improve professional knowledge and skills, with a view to ensuring the digital outlets are innovative and best practice.
- Other duties within the scope of the classification and within the limits of skills, competence and training.

Travel and Out of Hours Work

- Attend programs and/or functions outside normal business hours as required.
- The position is primarily based at the St Lucia campus however will be required to work from other UQ locations 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 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 [responsible and procedures](#) developed by the University

Organisational Relationships
The position reports to the Marketing and Communications Manager, Faculty of Health and Behavioural Sciences.
SELECTION CRITERIA

- A degree in computing, information technology or multimedia design with good results and subsequent user experience and interface design, software development experience;
- Expertise in writing and editing digital content, demonstrating the ability to write for the web in clear, engaging, plain English.
- Experience in strategic and operational planning for web content management, including the creation and implementation of guidelines, standards and processes.
- Excellent proof-reading skills and attention to detail.
- Demonstrated organisational and project management skills.
- Effective interpersonal communication skills including the ability to develop relationships with staff at all levels and work collaboratively.
- In-depth understanding of web production, deployment principles and best practice.
- Demonstrated ability to prioritise workload, work independently and take initiative within a collaborative team.
- Knowledge of improving user interfaces and user experience based on user feedback and analysis of web analytics technologies (i.e. Google Analytics).
- Demonstrated experience in open source content management systems (CMS) development (Drupal).
- Moderate to advanced knowledge of HTML, CSS and JavaScript.

Desirable

Experience in the higher education sector.

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 for further information and points of contact if you require additional support.

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

Accessibility requirements and/or adjustments can be directed to recruitment@uq.edu.au.