POSITION DESCRIPTION

Position Title:  Casual Digital Marketing & Communications Officer
Organisation Unit:  Faculty of Business, Economics & Law
Position Number:  TBC
Type of Employment:  Casual
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 - http://www.uq.edu.au/current-staff/working-at-uq

DUTY STATEMENT

Primary Purpose of Position

To create, shape and deliver innovative and engaging digital marketing content and strategies, and provide communications support to the Faculty and Schools.

Key Responsibilities

1. Develop a suite of e-marketing communications, primarily using Vision 6, including event promotions and invitations, newsletters, staff and student emails and forms.
2. 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.

3. Design, implement and optimise original and innovative social media content and strategies (organic and paid) that drive engagement and deliver on team/project/budget objectives.

4. 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.

5. Write, edit and update high quality and targeted content for the Faculty and School websites via the content management system (Drupal).

6. Ensure all digital marketing and communications are accurate, informative and add value, while making certain all content adheres to UQ guidelines.

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

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

9. Provide budgetary and financial records, manage digital accounts and subscriptions, including payments, reconciliation, budget planning and tracking, and adhering to the University’s corporate recordkeeping processes and practices.

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 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

1. Degree in marketing or communications or a relevant discipline and extensive relevant experience; or an equivalent combination of relevant experience and education/training.

2. Exceptional writing skills with the ability to generate engaging and accurate social media, web and digital marketing content within short timeframes.

3. 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.

4. 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.

5. Experience in the development, delivery and reporting of integrated electronic communications such as e-newsletters and digital campaigns using software such as Vision 6.

6. A high level of computer literacy, a keen eye for design and detail, and the ability to use a range of software including Adobe InDesign, Illustrator, Photoshop and Premier Pro.

7. Demonstrated experience with website development via content management systems (CMS) and a basic knowledge of HTML.

8. Excellent interpersonal and customer service skills with the ability to communicate effectively over the phone, email and in person.

9. Proven ability to prioritise own workload, work independently and within a dynamic team environment, and meet deadlines.

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 recruitment@uq.edu.au