

POSITION DESCRIPTION

Position Title:	Social Media Specialist
Organisation Unit:	Office of Marketing and Communication
Position Number:	TBC
Type of Employment:	Full time, Fixed Term
Classification:	HEW 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 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 Office of Marketing and Communication (M&C) enhances the success of the University by providing a central marketing and communication service. The highly professional M&C team is responsible for the University's central marketing strategy, events and protocol, corporate communication and publications, media liaison, brand management, advertising and web development. M&C also liaises with executive staff, senior faculty and institute staff, marketing and communication officers in faculties, centres and administration divisions across the University.

M&C has responsibilities across the span of University campuses and operations, nationally and internationally, with staff skilled in marketing, communication, events, web development and design. Career progression and staff development are key elements of the work environment, in which achievement is recognised and rewarded. Information about Marketing and Communication may be accessed on the office's web site at <https://omc.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 social media specialist will manage key central social media accounts, planning, monitoring, moderating, optimising and reporting on content that supports business and marketing objectives. This role will also be responsible for the implementation of the UQ-wide social media channel strategy, taking a leading role in building a community of practice, and supporting members of the community with advice and mentorship.

Duties

Duties and responsibilities include, but are not limited to:

- Develop and implement a social media content plan that aims to reach and engage with various audiences across different channels and platforms, including documenting and embedding processes and workflows
- Create organic and paid social content and source user-generated content for a variety of central brand platforms and channels, including but not limited to Facebook, Instagram, LinkedIn, YouTube and Twitter

- Contribute to the development and execution of all UQ marketing campaigns and promotional activities, with a view that social media is part of an integrated multi-channel approach
- Work closely with the Paid Performance Media team to regularly review, analyse and optimise social content performance ensuring KPIs are met or exceeded, and regularly report on activity performance, audience insights, and social listening.
- Support the UQ Campaign and Marketing Content teams to distribute content to key audiences in line with marketing objectives
- Lead the implementation and roll out of a UQ-wide social media channel strategy, providing training, guidance and advice to teams and individuals as they transition to a new social media ecosystem
- Lead timely community management on UQ's social media channels, monitoring and moderating content activity and responses
- Act as the first point of contact for the issues management team to coordinate a unified social response to emergent, escalating or crisis situations
- Oversee the integration of prospective student lead collection from social platforms through to CRM and Marketing Automation platforms for a holistic view of the acquisition pipeline
- Keep abreast of user behaviour and technical changes and advancements in social media marketing and report on how these changes may impact our marketing tactics or users.

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

The position reports to the Marketing Content Strategist, Office of Marketing and Communication

SELECTION CRITERIA

- 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.
- At least four years relevant work experience in a social media management or digital content publishing role, preferably in a large organisation with various audiences who have different needs and priorities
- Demonstrated experience in leading the creation or implementation of a social media content plan or strategy across various platforms, as well as experience measuring and reporting on KPIs and providing actionable insights from data
- High-level proficiency in social analytics, listening, and community management tools or platforms.
- Demonstrated understanding of the role of organic versus paid activity with extensive experience in both across networks such as Facebook, You Tube, Twitter, Instagram, and LinkedIn
- Demonstrated experience in authoring and creating impactful organic and paid social media content across various platforms with the ability to demonstrate measurable results.
- Commitment to building a team culture that celebrates and encourages collaboration, innovation, respect and creativity.
- Relevant experience in leading or mentoring other content creators (such as interns or juniors) with the goal of building professional competencies.

Desirable

- Knowledge of the higher education industry
- Experience working as part of a tertiary marketing team responsible for recruiting domestic and international students
- Experience using Falcon.io
- Experience using Wrike

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.