POSITION DESCRIPTION

Position Title: Digital Content and Communications Officer
Organisation Unit: Faculty of Health and Behavioural Sciences
Position Number:
Type of Employment: Full time, Fixed term until 31 October 2018
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 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.

**Faculty of Health and Behavioural Sciences**

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 at - [http://www.uq.edu.au/current-staff/working-at-uq](http://www.uq.edu.au/current-staff/working-at-uq)

**DUTY STATEMENT**

**Primary Purpose of Position**

The Digital Content and Communications Officer supports the strategic and operational communication activities implemented by the Faculty of Health and Behavioural Sciences in both its internal and external communications. The Digital Content and Communications Officer will work as part of the HaBS Faculty Marketing and Communications Team and provide direct support to the Website and Digital Content Officer and the Senior Media and Communications Officer in the development of content for the web and media.
Duties

Duties and responsibilities include, but are not limited to:

- Support the Website and Digital Content Officer in the design, development, maintenance, and content creation for faculty, school, and other websites to improve the user experience, enhance customer connections and increase engagement and conversions.

- 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 of 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.

- Support the Senior Media and Communications Officer to identify, research, write and edit original material for various internal or external materials, social media and online publications.

- Support media enquiries, assist journalists and support media events for the Faculty as required.

- Identify and support positive working relationships with Faculty stakeholders to strengthen relationships and identify opportunities to publicise the Faculty and its key messages.

- Assist in the sourcing and production of digital content including blogs, videos, eNewsletters and social media.

- Source and select suitable visual content e.g images and/or graphics to complement written content.

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 responsibilities 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

**Essential**

- A degree in journalism/communications with at least two years subsequent relevant experience; or an equivalent combination of relevant experience and/or education/training in the communications/public relations industry.

- Expertise in writing and editing digital content, demonstrating the ability to write for the web in clear, engaging, plain English.

- Demonstrated ability to write media releases and web articles, as well as research, write and produce marketing publications for print and digital mediums.

- High level interpersonal, verbal and written communication skills, including a demonstrated ability to write with clarity and precision, and excellent proof-reading skills and attention to detail.

- Experience in sourcing and writing content for social media and new technologies used for communication.

- Good organisational skills, including the ability to independently prioritise competing work demands to meet deadlines and an ability to identify and initiate improvements to business practices.

- Demonstrated experience in open source content management systems (CMS) development (Drupal).

- Demonstrated commitment to client service.

- Demonstrated ability to work within a complex organisational environment with multiple stakeholders to achieve measurable outcomes.

**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 [http://www.uq.edu.au/equity](http://www.uq.edu.au/equity) 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 the contact person listed in the job advertisement.