

POSITION DESCRIPTION

Position Title:	Publications Editor
Organisation Unit:	Office of Marketing and Communications
Position Number:	3004807
Type of Employment:	Full Time, Continuing
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 \$11 billion+.

UQ has a rapidly growing record of attracting philanthropic support for its activities and this will be a strategic focus going forward.

Organisational Environment

Marketing and Communication (M&C) enhances the success of the University by providing a central marketing and communications service. The specialised central M&C team is responsible for the University's core strategies and programs of work for digital marketing, corporate and internal communications, editorial content and publications, media liaison, issues management, brand and digital asset management, advertising, and VIP and corporate events.

M&C also liaises with senior and executive staff, as well as marketing and communication staff in faculties, centres and administration divisions across the University.

Career progression and staff development are key elements of the work environment, in which achievement is recognised and rewarded.

Read more about M&C: marketing-communication.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

Under the guidance of the Corporate Publications Manager, the Publications Editor will manage (plan, develop, publish, distribute and promote) content for key projects they are allocated. They will be the primary point of contact for allocated projects, working with key internal and external stakeholders (who may be clients or contributors depending on the project), and responsible for quality assurance of content and maintaining knowledge of best-practice content approaches to implement across print and digital projects. They will also work as part of M&C generally to ensure an integrated communications and marketing function for the University.

Duties

Duties and responsibilities include, but are not limited to:

- Manage digital editorial content from planning to publishing (planning, development, design, layout, production, distribution and promotion).
- Manage print publications from planning to printing (planning, development, design, layout, production, distribution and promotion).
- Develop project and content plans that align to strategic priorities.

- Work closely with M&C, faculty and institute, and other UQ teams to ensure content schedules align to meet project objectives, and deadlines are met.
- Liaise closely and build positive relationships with staff at various levels across the University.
- Accept principal responsibility for quality control and accuracy in content and reporting.
- Improve content performance and engagement to meet team and project goals.
- Maintain knowledge of best practice in print and digital content, and competitor publications and channels.
- Measure, analyse, and report on content performance regularly to establish trends and identify opportunities for improvement.
- Perform other duties as required from time to time, as appropriate for the job family and level of the position.

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 Corporate Publications Manager, Marketing and Communications.

SELECTION CRITERIA

- Completion of a bachelor degree in English, Journalism, Communications or a related area plus at least four years' experience in the production of high-quality print and digital publications for a higher education institution, industry or government agency, or an equivalent combination of relevant experience and/or education/training.
- High-level organisational and project management skills, including an ability to set, enforce and meet deadlines.
- Expert writing and editing skills, across print and digital content, including aptitude in translating jargon and complex information into plain language, and adapting writing for different digital and print contexts.
- Excellent proofreading skills and scrupulous attention to detail.
- Well-developed interpersonal communication, negotiation and relationship-building skills across written and verbal situations, and the ability to employ those skills to improve work processes and to handle challenging situations.
- Ability to liaise effectively with senior University staff and other internal stakeholders.
- Ability to take initiative, but also to work cooperatively and collaboratively.
- Ability to prioritise own workload, work independently and meet deadlines.

Desirable

- Postgraduate qualifications (or progress towards completion of) in a relevant area.
- Knowledge of the higher education sector and the strategic requirements of a leading Group of Eight university.
- Experience with HTML, CSS, SEO, schemas, web design, and managing a CMS.
- A portfolio and /or evidence of at least two examples of relevant previous projects, such as digital content projects, planning and scheduling evidence, published books, magazines, reports, newsletters, brochures or articles.

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.