POSITION DESCRIPTION

Position Title: Digital Asset Manager  
Organisation Unit: Marketing and Communication  
Position Number: NEW  
Type of Employment: Fixed term – 12 months  
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 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 for Prospective Staff

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

DUTY STATEMENT

Primary Purpose of Position

In a business environment where company assets and collateral are increasingly digital, the role of the digital asset manager is a necessity.

A digital asset manager is the person responsible for curating, organising, documenting, cataloguing, and managing all digital assets – in other words, all digital capital including images, videos, brand assets, written content, audio, web content and more.

A digital asset manager manages not only digital assets and their associated technologies, but also all the people, processes, and uses that interact with those assets and technology to ensure that an organisation’s digital asset management platform is effective.

This role will serve as the face of digital asset management, acting as a change agent and proponent for enterprise DAM capabilities and processes. The ideal future state is intended to support content development, curation, and publishing, as well as improved audit-ability, tracking, risk management, and the efficiency and agility of business operations.

Duties

Duties and responsibilities include, but are not limited to:

- Performing ingesting, organising, general asset maintenance and management, as well as associated issue management, and curating daily in the digital asset management system
• Implementing taxonomy and metadata management strategies
• Collaborating with all internal users of the DAM – advocate and create awareness including its overall purpose and benefits
• Liaising with external users of the DAM (photo/video suppliers, ad agencies, etc)
• Being the main point-of-contact with the DAM vendor (Adobe Customer Success Manager) and serve as an expert for the Content Management System (Adobe Experience Manager), and the Digital Asset Management system (DAM).
• Upholding and championing brand governance according to procedures defined in brand & engagement policy.
• Maintaining all company video/photography publishing to the websites by working effectively together with the digital production and content teams
• Identifying improvements for the DAM roadmap by requesting suggestions from users of the DAM
• Providing leadership and insights on DAM project initiatives, such as new formats, photo rights management, new user groups, new use-cases, integrations, new features
• Prioritising work, developing training materials, and making sure DAM users are following the required processes
• Monitor and co-ordinate all incoming requests and delegate specific requests to appropriate DAM System Admin team members.
• Providing oversight and direction to the asset workflow implemented by the DAM Project Team
• Maintaining and contributing to standards and governance by being abreast of industry best practices
• Performing digital asset lifecycle maintenance activities, such as digital archiving and asset expiration
• Further develop skills and expertise in digital asset curation by being current with prevailing digital technologies and able to contribute to the evolution of new content formats
• Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including but not exclusive to:
  o the University’s Code of Conduct
  o 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
  o the adoption of sustainable practices in all work activities and compliance with associated legislation and related University sustainability responsibilities and procedures
  o 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 Head of Brand and Creative Services, and will be responsible for collaborating with marketing and communication teams across UQ.
SELECTION CRITERIA

- Bachelor's degree with subsequent experience in digital production/asset management in relevant industries, asset curation and project management/administration, or Library and information studies, or digital records/archival management, or an equivalent combination of relevant experience and/or education/training
- Strong knowledge of DAM, metadata taxonomy, and SEO best practices, strategy principles and concepts for assets and digital content, with knowledge and experience with Adobe Experience Manager and other content management systems,
- Experience using Adobe Creative Cloud suite, Microsoft Office Suite, Google Analytics (or similar) Project Management tools (such as Jira and Wrike), and also knowledge of digital rights management, web publishing, and APIs
- Excellent communication and people skills with the ability to simplify digital asset access with an emphasis on the continuous improvement of the user experience
- Excellent project management skills, high level interpersonal and organisational skills, and a commitment to a high level of a customer service, with the ability to prioritise and meet deadlines in a team environment
- Sound experience in data governance, standards and processes, with extreme attention to detail and a meticulous data-driven nature, with the ability to perform core project management documentation, including Statements of Work, Business Requirements Documentation, and Status Reports
- Analytical yet creative, innovative and logical thinker with a love of technology

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.