Position Description

Title: Content Specialist
HEW Level: HEW Level 7

Faculty/Office: Group Marketing

Department/Team: Communications Team
Date: January 2017

Position purpose: To source, create and distribute communication content which engages audience interest, aligns with the University’s brand, marketing and portfolio strategies and is tailored to each marketing channel and platform.

ORGANISATIONAL CONTEXT

The Office of the Deputy Vice-Chancellor (DVC), Corporate Engagement and Advancement is accountable for achieving the strategic goals for the University with regard to corporate engagement, advancement and the Macquarie University brand.

The portfolio includes:
• Group Marketing who manage and promote the University’s brand, reputation and achievements. It supports the University in delivering programs that differentiate the University’s brand and drive growth in our domestic and international market across all student cohorts.
• The Office of Advancement who lead and support the University’s fundraising and alumni relations endeavours.
• Corporate Engagement who identify, develop and grow relationships with local, national and international corporate partners to support University goals.
• Future Students who develop and implement strategies and initiatives aimed at attracting and converting domestic undergraduate and postgraduate coursework students.

Operating within Group Marketing, the Communications team provide advice and guidance on effective internal and external communication strategies, manage the University’s reputation in the media as well as with key stakeholders and develop high level messaging about the University for its target audiences.
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<tr>
<th>KEY ACCOUNTABILITIES</th>
<th>POSITION CONTEXT</th>
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<tbody>
<tr>
<td>• Research, write and edit content for use across a variety of communication channels which engages audience interest, meets campaign objectives and aligns with Macquarie’s brand, marketing and portfolio strategies.</td>
<td>Reports to:                          Content &amp; Channel Manager</td>
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<td>• Collaborate with the wider Content team to deliver campaign-driven and audience-centric content plans across a variety of new and existing communication channels including a content platform, staff and student portals and e-newsletters.</td>
<td>Positions Reporting to:  Nil</td>
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| • Coordinate the design, compilation, layout and distribution of a range of content across a variety of digital platforms aligned to the University’s editorial strategy and calendars. | Key Direct Clients:  • Heads of Office, Heads of Departments, Heads of University Entities  
  • Academic/research staff  
  • Portfolio Partners  
  • Executive Group |
| • Build and manage relationships with stakeholders to identify publication-worthy information and educate staff on tailoring content to editorial guidelines and quality standards. | Other Key Relationships:  • Specialist Marketing Teams  
  • Academic and Research staff  
  • Visual assets supplier s - internal and external |
| • Co-ordinate the process for submitting, reviewing and editing of content, liaising with stakeholders, content authors and the marketing team to finalise content for publication. |                                                                                   |
| • Research and critically evaluate analytics across publications, communication channels and audiences to provide data-driven strategic advice and audience insights to inform communication-related decisions. |                                                                                   |
| • Perform any other duties as required and appropriate for this classification. |                                                                                   |
| • Comply with EEO and WHS legislation. |                                                                                   |

| Budget Accountability: | N/A |
| Role-specific Conditions: | N/A |
| Scope and autonomy: | Develops and/or modifies programs, processes, systems and/or policies that may impact University-wide projects, process improvements and/or initiatives |
| Problem solving: | Analyses, designs and develops a range of alternatives and then uses expertise to decide on or recommend the best course of action |
### CAPABILITY FRAMEWORK

Capability Frameworks describe the behaviours, skills, attributes and experience required to successfully perform a position or group of similar positions.

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<tr>
<th>COMPETENCIES</th>
<th>ATTRIBUTES</th>
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<tbody>
<tr>
<td>Planning and Execution: Managing time and resources to complete tasks and achieve objectives.</td>
<td>Accountability: Assuming responsibility for making decisions and delivering agreed outcomes.</td>
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<td>Quality Focus: Ensuring accuracy and quality when completing tasks.</td>
<td>Flexibility: Responding effectively to unexpected or changing circumstances.</td>
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<td>Communication: Effectively articulates key messages, both verbally and in writing, adapting to suit context and audience.</td>
<td>Reliability: Meeting commitments and responsibilities.</td>
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<td>Service Focus: Making students, staff, alumni and other key contacts and their needs a priority.</td>
<td>Resilience: Dealing effectively with and recovering quickly from setbacks or pressure.</td>
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<td>Relationship Management: Establishing effective working relationships with others.</td>
<td>Teamwork: Working in collaboration with others to achieve shared goals.</td>
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## REQUIRED KNOWLEDGE
Technical and/or professional skills and information needed from day one for successful performance.

- Degree or equivalent experience in marketing, communication or related discipline
- Understanding audience-centric and campaign-focused communication plans and writing aligned
- Knowledge of content channels and platforms such as Wordpress, Drupal, Campaign Monitor, Marketo and social media
- Computer skills including Microsoft Office

## ACQUIRED KNOWLEDGE
Technical and/or professional skills and knowledge to be developed within the first three to six months for successful performance.

- Knowledge of Marketing’s functions and structure.
- Knowledge of Marketing’s strategy, policies, systems, processes and procedures.
- Knowledge of the University’s content management system and University-owned communication channels.
- Understanding of the University’s strategy and brand as well as Faculty/Office portfolio strategies
- Knowledge of University, policies, systems, processes and procedures and how to adapt these at the faculty/office level.
- Knowledge of how the University works and how relevant functions across the University interrelate.

## KEY EXPERIENCES
Practical experiences and exposure to specific environments or activities related to successful performance.

- Building relationships, networks and content pipelines
- Researching, writing, editing and distributing content across various channels that engages multiple target audiences
- Applying brand voice to write content
- Collaborating with colleagues within an interdependent cross-functional marketing team
- Experience in a marketing, advertising or public relations environment
- Experience developing and distributing content to meet multiple deadlines
- Interpreting marketing analytics