Position Description

College/Division: ANU College of Asia and the Pacific (CAP)
Faculty/School/Centre:
Department/Unit: Marketing and Communications
Position Title: Digital Communication Coordination
Classification: ANU Officer Grade 6/7 (Administration)
Position No: 34529
Responsible to: Deputy Manager, Communications
Number of positions that report to this role: 1
Delegation(s) Assigned: D8

PURPOSE STATEMENT:
The ANU College of Asia and the Pacific plays a leading role in intellectual engagement with the Asia-Pacific region through its research, teaching and contributions to public debate, and seeks to set the international standard for scholarship concerning the region. The ANU Strategic Plan reaffirms the College's ambition to excel in research, education and outreach and to engage in public debate nationally and internationally. The Digital Communication Coordinator works within a multidisciplinary team in the College of Asia and the Pacific.

KEY ACCOUNTABILITY AREAS:
Position Dimension & Relationships:
The Marketing and Communications team is responsible for the College's marketing and communications strategy development and for providing guidance and advice for the Schools across the College. They are also responsible for brand marketing, student recruitment, website management, and both external and internal communication. The Digital Communication Coordinator holds a key position in the College, working with all sections of the College, with a focus on providing support to the Coral Bell School of Asia Pacific Affairs; Crawford School of Public Policy; School of Culture, History and Languages; School of Regulation and Global Governance (RegNet). The position reports to the Deputy Manager, Communications.

Role Statement:
Under the broad direction of the Deputy Manager, Communications, the Digital Communication Coordinator will:
1. Develop, implement and evaluate digital media communication and marketing strategies and activities (including social media channels; display and search advertising; website content; audio/visual production including graphics, sound, video and photography), which align to the College priorities.
2. In consultation with the Deputy Manager Communications, assist with developing, implementing and evaluating communication and marketing strategies and activities to raise the profile of its researchers and raise awareness of the impact of their work provide strategic communication advice to support the College’s courses, programs and key events.
3. Manage the College's social media channels on a day-to-day basis, including developing and scheduling content, daily monitoring, moderating and community engagement, and identifying and responding to issues, following evidence-based and best practice approaches which adhere with College and ANU policies and procedures.
4. Use and present statistics and analytics in an engaging manner to measure the effectiveness of the College’s digital platforms and activities, and to advise on new and emerging digital engagement methods, communication and marketing strategies and activities.
5. Collaborate with stakeholders throughout the College and University to develop their digital skills, and identify and coordinate marketing and communication activities, which raise awareness of our research impacts, and attract future students.
6. Perform other duties as requested, consistent with the classification level of the position and in line with the principle of multi-skilling.
7. Comply with all ANU policies and procedures, and in particular those relating to work health and safety and equal opportunity.
**SELECTION CRITERIA:**

1. Tertiary qualification in multimedia, communication, public relations, journalism, advertising or similar field, with demonstrated relevant experience in a large organisation and/or busy work environment in the successful delivery of digital marketing and communications activities.

2. Demonstrated experience in social media marketing, online community management, or as a digital media specialist, involving content development and editing, multimedia, web design, graphic design, audio/video production, digital photography and computer graphics. This may include experience with, or the ability to adapt from other software, the Adobe Creative Suite Pro, which could include Photoshop, Illustrator, Premiere, Audition, and/or After Effects.

3. Demonstrated experience working across a range of social media platforms, which may include Facebook, Instagram, LinkedIn, YouTube, IGTV and Twitter; capturing and analysing digital data/metrics; and optimizing content so it is engaging to different audience with a commitment to continuous improvement, identifying opportunities and building effective engagement with the College’s audiences.

4. Demonstrated ability to manage issues and expectations, prioritise tasks, and collaborate within a team, with designers and audio/visual producers to ensure high-quality deliverables are developed and delivered on time and within budget.

5. Highly developed organisational and record-keeping skills, and excellent written and verbal communication skills, with a focus on developing content for the digital environment and an eye for detail.

6. A demonstrated understanding of equal opportunity principles and policies and a commitment to their application in a University context.

7. A working knowledge of website content management principles, search engine optimisation and conversion rate optimisation is highly desirable.

ANU Officer Levels 6 and 7 are broad banded in this stream. It is expected that at the higher levels within the broadband occupants, through experience, will have developed skills and expertise enabling them to more independently perform the full range of duties at a higher level, and that more time will be spent on the more complex functions of the position.

**References:** Professional Staff Classification Descriptors