Position Description

College/ Division: ANU College of Asia and the Pacific (CAP)
Faculty/ School/ Centre: College Administration
Department/ Unit: Marketing and Communications
Position Title: Website Lead
Classification: ANU Officer Grade 8 (Administration)
Position No: 30574
Responsible to: Manager, Marketing and Communications
Number of positions that report to this role: 2
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 Website Lead works within a multidisciplinary team in the College of Asia and the Pacific. The team is responsible for marketing, student recruitment, a broad range of communications activities and website management.

KEY ACCOUNTABILITY AREAS:
Position Dimension & Relationships:
The Website Lead is a senior advisor on website development and management to the Manager Marketing and Communications, the College senior managers, and a range staff throughout the College. The Website Lead plays a key role in planning and resolving complex matters, leading a small team of IT professionals to deliver high-quality outcomes, and supporting and promoting both the College and University’s strategic goals.

Role Statement:
Under the broad direction of the Manager, Marketing and Communications, the Website Lead will:

1. Provide leadership and deliver strategic technical projects within the College’s website environment including the sourcing, engagement and management of external consultants - including website research, design and development.
2. Ensure all operational matters are managed effectively according to agreed objectives and in reference to constraints (including but not limited to budget, policy and timeframes).
3. Provide solution-based advice regarding web content, navigation and user-experience that influences decision-making, including developing and executing strategic and operational plans and reporting.
4. Build strong working relationships with senior internal College clients through all stages of project delivery, including critical consultation leading to the interpretation of business requirements and the influencing of decision-making and solution implementation, and with ANU Marketing, Information and Technology Services and Research Services.
5. Work with senior internal clients to deliver websites that comply with the ANU web style and demonstrate best practice in regards to web architecture, content delivery and user experience, including the migration of existing sites and the creation of new sites as required.
6. Ensure effective website governance and management processes and undertake ongoing monitoring and analysis of sophisticated website analytics to inform communication, engagement and marketing activities.
7. Influence and contribute to the ANU Web Publishing and Drupal communities by sharing knowledge and experience with members of the ANU Web Publishers Group and the ANU Drupal Users Group.
8. Manage staff to ensure team cohesion and the efficient delivery of responsive and timely strategic support to internal clients and ensuring that workloads are managed efficiently and all objectives and deadlines are met.
9. Supervise business-as-usual technical support, including triaging requests for support, managing workflows using online systems, and delegating work to team members.
10. Comply with all ANU policies and procedures, and in particular those relating to work health and safety and equal opportunity.
11. Other duties and projects as consistent with the classification of the position.

For assistance please contact HR Division Ph. 6125 3346
**SELECTION CRITERIA:**

1. Demonstrated relevant experience in managing large website environments, preferably in a university or similarly complex organisation and progress towards postgraduate qualifications or an equivalent combination of experience and education/training.
2. Demonstrated experience managing website development and migration projects, including working effectively with consultants to deliver projects within the required timeframe and budget.
3. Demonstrated expert knowledge of Drupal and other content management systems. An understanding of user-centred design principles and accessibility principles would be advantageous.
4. Excellent attention to detail and the ability to maintain a flexible and proactive approach to tasks within a busy work environment, to organise work priorities and to meet tight deadlines.
5. Advanced communication skills, with an emphasis on communicating complex concepts clearly and concisely.
6. High level of interpersonal, consultation and negotiation skills, including the ability to build and maintain effective relationships across all levels of an organisation.
7. Demonstrated ability to manage staff and to work cooperatively, effectively and independently.
8. A demonstrated understanding of equal opportunity principles and policies and a commitment to their application in a University context.

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<th>Supervisor/Delegate Signature:</th>
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<td>Printed Name:</td>
<td>Uni ID:</td>
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**References:**

- General Staff Classification Descriptors
- Academic Minimum Standards
In accordance with the Occupational Health and Safety Act 1991 the University has a duty of care to provide a safe workplace for all staff.

- This form must be completed by the supervisor of the advertised position and forwarded with the job requisition to Appointments and Promotions Branch, Human Resources Division. Without this form jobs cannot be advertised.
- This form is used to advise potential applicants of work environment issues prior to application.
- Once an applicant has been selected for the position consideration should be given to their inclusion on the University’s Health Surveillance Program where appropriate – see http://info.anu.edu.au/hr/OHS/__Health_Surveillance_Program/index.asp
- Enrolment on relevant OHS training courses should also be arranged – see http://info.anu.edu.au/hr/Training_and_Development/OHS_Training/index.asp

### Potential Hazards

- Please indicate whether the duties associated with appointment will result in exposure to any of the following potential hazards, either as a regular or occasional part of the duties.

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**OTHER POTENTIAL HAZARDS (please specify):**

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