

POSITION DESCRIPTION

Position Title:	Content Producer
Business Unit:	Marketing
Appointment Level:	UC Level 6
Reporting To:	Senior Marketing Manager, Marketing
Number of Direct Reports:	0
Delegation Band:	7
Position Number:	60281

THE UNIVERSITY OF CANBERRA

The University of Canberra is a young University anchored in the national capital and works with government, business, and industry to serve our communities and nation. The University of Canberra challenges the status quo; always pursuing better ways to teach, learn, research, and add value – locally and internationally.

Our purpose is to provide education which offers high quality transformative experiences; to engage in research which makes a difference to the world around us; and to contribute to the building of just, prosperous, healthy, and sustainable communities.

The University of Canberra has recently established its long-term ambitions through its new decadal strategy: *Connected*. Through its three objectives (Connected to Canberra, Connected for life and Connected UC), the University of Canberra aims to build sustainable communities through deep collaborations that are locally focused and globally relevant, partner for life with our students to shape our economic, social and cultural futures and deliver an outstanding, digitally connected experience that removes barriers to accessing higher education.

OUR PURPOSE AND VALUES

Our [purpose and values](#) are the heart of this university. They describe our core identity: who we are and how we behave at the University of Canberra. They were developed by our people for our people.

GALAMBANY

Together we work to empower, connect and share knowledge with our people, cultures and places



BUSINESS UNIT OVERVIEW

The Marketing business unit is responsible for developing and managing the University of Canberra's brand, reputation and positioning it within the education sector. Working and collaborating with the diverse range of faculties and dedicated research centres, the team promotes and builds on the profile of the University's course offerings, teaching capability and research - demonstrating the complete offering available to students through academic programs and university life.

POSITION PURPOSE

Operating under the general direction of the Senior Marketing Manager, the Content Producer writes and produces captivating marketing collateral that puts the consumer at the heart of what we create. They are responsible for producing a variety of engaging and creative content to meet the requirements of various marketing campaigns, including but not limited to advertising, website, videos, email, social media, printed collateral, events and more.

Leaning on their background developing creative copy and producing other creative collateral, they will draft content and develop briefs paying close attention to detail to grammar, use of brand voice and product details. They will be confident adapting writing styles to suit diverse audiences and advertising channels. They will also be actively involved in the development of video projects, assist in approaches to public relations and work closely with our internal graphic design studio to brief in and proof creative outputs.

PRIMARY RESPONSIBILITIES

The occupant of this position will be required to:

1. Work collaboratively with internal stakeholders and marketing colleagues, practicing strong communication to keep academics and faculty contacts up to date on campaign development, arranging content approvals in a timely fashion.
2. Support the Senior Marketing Manager in the formation of the content strategy.
3. Have strong time management skills, keeping on top of multiple competing campaign delivery deadlines. Provide general administrative support to the internal team in providing campaign timeline updates and adjusting dates as required.
4. Write and edit content for advertising, websites, brochures, emails and more, ensuring a customer-centric lens to everything produced. Be confident shifting between creative development for different products throughout any given day.
5. Align written and visual copy to the content strategy set for each campaign, paying close attention to the key selling points, points of differentiation, employment opportunities and competitors.
6. Apply SEO considerations and tactics to web copy to ensure and maintain UC's organic web presence.
7. Under the direction of the Senior Marketing Manager, develop copy for design briefs that will be developed by the in-house design studio team. Coordinate feedback on draft assets with the design studio.
8. Coordinate and attend video shoots and animation projects as required. Provide administrative support in arranging talent, assisting with direction, and reviewing various rounds of edits.
9. Provide analysis on creative execution and performance for reporting as required.
10. Coordinate media and PR requirements in partnership with the Media and Communications team.
11. Assist in the development of campaign performance reporting as required.
12. Other duties relevant to position classification.

KEY CAPABILITIES

Key Capabilities	Descriptors
1. Leadership	<p>7.1 Proactively addresses challenging issues and takes responsibility for seeing issues through. Assist team members recognise barriers and overcome them.</p> <p>7.2 Connects the University Strategic Plan</p> <p>6.3 Builds and communicates a clear and compelling path for others to choose to be committed and engaged.</p> <p>6.4 Champions and role models effective change while working to engage and enthuse others to embrace a vision of change.</p>
2. Effective Communication	<p>3.1 Adjusts message and delivery appropriate to audience.</p> <p>3.2 Listens to others and effectively communicates ideas.</p> <p>3.3 Produces accurate and effective information in a timely and efficient manner.</p> <p>3.4 Influences and negotiates persuasively.</p>
3. Collaboration	<p>4.1 Creates opportunities for communities of work colleagues.</p> <p>4.2 Looks beyond self and immediate team to add value to the whole University.</p> <p>4.3 Develops relationships with external parties. Seeks and acts on opportunities to connect external parties and customers to the University.</p>
4. Delivers results	<p>5.1 Delivers on agreed outcomes and escalates issues as appropriate.</p> <p>5.2 Identifies opportunities to improve processes and takes opportunities to problem solve to deliver outcomes.</p> <p>5.3 Responds effectively to changing circumstances and prioritises effectively.</p>
5. Business Acumen	<p>6.1 Understands the purpose of own position and how this contributes to the objectives of the University.</p> <p>6.2 Manages resources effectively.</p> <p>6.3 Understands the commercial context the University operates in.</p>
6. Service	<p>1.1 Delivers seamless customer focused service underpinned by simplified and efficient processes.</p> <p>1.2 Understands and anticipates the customer's needs.</p>
7. Digital Literacy and Innovation	<p>2.1 Demonstrates the ability to work fluently across a range of tools, platforms and applications to achieve complex tasks</p> <p>2.2 Demonstrates the capacity to adopt and develop new practices with digital technology in different settings; to use digital technologies in developing new ideas, projects and opportunities.</p> <p>2.3 Incorporates digital literacy skills into own learning and the learning of others eg students, peers, supervisees</p> <p>2.4 Appreciate the legal, ethical and security guidelines in the management, ' access and use of data.</p>

Note: This position requires a skill level that assumes knowledge or training equivalent to postgraduate qualifications, or extensive relevant experience, or an equivalent combination of relevant experience and/or education/training.

While at work, you must take reasonable care that your actions or omissions do not adversely affect the health and safety of other persons. This includes:

- comply, so far as you are reasonably able, with any reasonable instruction that is given by the University to comply with the WHS Legislation
- cooperate with any reasonable policy or procedure of the University relating to health or safety at the workplace that has been notified to workers
- assume any additional duties as outlined in the WHS Procedure: Resources, Responsibility and Accountability