POSITION DESCRIPTION

Digital Engagement Lead

Position Level | 7
Faculty/Division | Division of External Engagement
Position Number | 00063768
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Position Summary

The Division of External Engagement Unit is responsible for harnessing communications and creative capability to help UNSW reach key audiences in a way that positions UNSW as a global leader in higher education and meets key strategic goals.

The Digital Engagement Lead is responsible for working within the Web Operations and Transformation team to consolidate, harmonise and improve UNSW’s vast and disparate digital eco-system. This initiative is a signature project for the Division of External Relations and critical in setting the foundation for the future Digital Marketing Platform (DMP).

The incumbent will work closely with the Production Traffic and Triage manager to ensure management of existing sites remain stable and updates whilst identifying opportunities to enhance our offering. The role requires a detailed focus on Web brand and compliance best practice. The role will involve working closely with the Content Design, Web Technical, Analytics and Full stack development team to transition faculty sites onto a new digital ecosystem.

The incumbent has a strong user understanding and demonstrated expertise in stakeholder management, web content, usability, architecture, development, strategy and design.

The role of Digital Engagement Lead reports to Production Traffic and Triage manager and has five (5) direct reports.

Accountabilities

Specific accountabilities for this role include:

- Manage all updates and enhancement requests via online application Wrike, this will include stakeholder engagement through front end and content requirements and new page offerings
Manage configuration of existing sites via multiple CMS environments, including design and front end development (for example AEM, Drupal various versions)

Manage first level support and configuration for new AEM offerings, including Conference sites, Nucleus and DAM integration and optimisation via Drupal

Collaborate with the Content Design Manager and Senior Web Technical Lead to ensure compliance with accessibility and brand for UNSW digital ecosystem

Lead quality assurance compliance including testing new offering in collaboration with the wider Web Operations and Transformation unit

Collaborate with Production and Triage Manager to provide training for publishing administrators to content management

Collaborate with Senior Web Technical Lead to undertake configuration of web pages using Global Experience Framework components including identification of enhancement requirements.

Support nurture (BAU) work for faculties including broken link monitoring and repair, amendments, enhancements to sites from analytic review and configure and deploy surveys and forms via enterprise tools e.g. Qualtrics and Drupal

Provide best practice solutions to clients based on understanding of existing digital offerings whilst also identifying new opportunities to enhance digital experience

Undertake first point of contact for digital technical trouble shooting and lead Digital Engagement team in resolutions

Align with and actively demonstrate the UNSW Values in Action: Our Behaviours and the UNSW Code of Conduct.

Cooperate with all health and safety policies and procedures of the university and take all reasonable care to ensure that your actions or omissions do not impact on the health and safety of yourself or others.

Skills and Experience

- A relevant tertiary qualification and substantial experience or an equivalent level of knowledge gained through any combination of education, training and experience.
- Possess a minimum of 4 years + experience in front end web production
- Proficiency in front-end development web programming languages such as HTML, CSS, and JavaScript.
- Demonstrated success working effectively and collaboratively on initiatives with a range of people at different levels within an organisation.
- Extensive knowledge with digital configuration using a multitude of CMS preferably AEM and Drupal
- Excellent written and verbal communication skills and the ability to liaise effectively with all levels of internal and external stakeholder
- Fluent in development optimisation techniques to deliver the best user experiences and best practice for digital ecosystems
- Proven experience in concept to implementation of digital project management using proven project methodology (For example Agile)
• Demonstrated experience in Search Engine Optimisation (SEO) and IA discovery and creation, desirably including the following: Optimal workshop, Site Improve, Grammarly, ClearScope, GA, Crazy Egg

• Proven ability to work proactively and meet multiple deadlines across multiple teams

• High level interpersonal and negotiations skills including the ability to interact effectively with a wide client base and communicate and negotiate with external clients.

• Proven ability to train and develop staff to deliver a high level of service, to lead and motivate a team, and influence staff that are not direct reports.

• Ability and capacity to direct and monitor the implementation and effectiveness of the safety management system

• An understanding of and commitment to UNSW’s aims, objectives and values in action, together with relevant policies and guidelines.

• Knowledge of health and safety responsibilities and commitment to attending relevant health and safety training

Pre-employment checks required for this position

• Verification of qualifications

About this document

This Position Description outlines the objectives, desired outcomes, key responsibilities, accountabilities, required skills, experience and desired behaviours required to successfully perform the role.

This template is not intended to limit the scope or accountabilities of the position. Characteristics of the position may be altered in accordance with the changing requirements of the role.