POSITION DESCRIPTION

Web Content Lead

Position Level | 7
Faculty/Division | Division of External Engagement
Position Number | 00083755
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Position Summary
The Web Content Lead is responsible for working within the Digital Optimisation and Operations team to consolidate, harmonise and improve UNSW's vast and disparate digital eco-system. This is a signature project for the Division of External Engagement and critical in setting the foundation for the future Digital Marketing Platform (DMP).

The role of Web Content Lead reports to Head - Web Operations and Transformation and has two (2) direct reports.

Accountabilities
Specific accountabilities for this role include:
- Primarily responsible for establishing the content strategy and consolidation of content on 9 faculty websites, liaising with the Digital Team to ensure efforts are in line with future strategy for the DMP.
- Create unique, authentic and engaging content that meets the objectives of each faculty.
- Leverage content across faculty sites to improve user experience and reduce maintenance overhead.
- Oversee SEO analysis in order to inform strategic optimisation.
- Review all content for accuracy, relevance, quality and freshness.
- Implement ways to improve and track site performance.
• Work with the Senior Digital Engagement Lead for content discovery, definition, design, integration, development and delivery for new website including involvement in the creation of wireframes, IA, treejacking activities, user testing whilst providing expert guidance on digital optimisation.

• Work within defined Agile project delivery lifecycle to deliver content, from concept to creation prioritised business initiatives through regular release cycles.

• 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

• Tertiary qualifications in a relevant discipline (i.e. online communications/digital media) with at least 5+ years relevant digital content experience; or equivalent level of knowledge gained through any other combination of relevant education, training and or experience

• Proven experience managing content on various CMS such as Drupal, WordPress, SharePoint, AEM.

• Excellent written and verbal communication skills and the ability to articulate complex information clearly.

• Demonstrated experience in managing and delivering digital project via identified project management methodology including digital lifecycle optimisation within quality, time and budget requirements.

• Demonstrated excellent levels of stakeholder management skills and a deep understanding of UNSW’s digital structures and complexities.

• Demonstrated experience in Search Engine Optimisation and IA discovery and creation e.g. Optimal workshop, Site Improve, Grammarly, ClearScope, GA, Crazy Egg.

• Proven ability to conform to shifting priorities, demands and timelines through analytical and problem-solving capabilities including proactively managing and trouble-shooting digital and technical issues.

• Experience in database reporting and statistical analysis of online effectiveness using analytical applications.

• 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.

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.