



Make
it matter.

POSITION DESCRIPTION

Digital Content Officer

Position Level	Level 5
Faculty/Division	Education & Student Experience / Societal Impact, Equity & Engagement
Position Number	ADMIN ONLY
Original document creation	21/9/ 2024

Position Summary

The Marketing & Digital Experience portfolio has been established to enhance UNSW's global brand reputation, create sharper brand distinctiveness, amplify UNSW's globally renowned expertise across societal impact framework themes, and support the university to realise the ambition of its new 'Progress for All' strategic plan.

Striving to be at the forefront of marketing and digital experience leading practice, the team instils audience centricity and leverages UNSW's Adobe and Sales CRM investment to deliver deeper personalized relationships through sophisticated marketing, content, data, digital experience and student recruitment functions, to support UNSW's commercial and societal impact outcomes.

The Marketing & Digital Experience portfolio has four pillars: Marketing & Content, Digital Experience, Strategy & Performance, and Future Student Recruitment, with offshore China and India operations also reporting into the portfolio.

The Digital Content Officer plays a key role in Marketing & Digital Experience team and is responsible for the development and refreshing of web content to improve conversion optimization and performance for Future Student audiences. The Digital Content Officer is an entry level role, focused on applying a search-first approach to ensure content enhancements are in line with best practice,

The role reports to the Marketing Lead and has no direct reports.

Accountabilities

Specific accountabilities for this role include:

- Participate fully within the Marketing and Content team, contributing to creating a respected and valued resource. Deliver a highly customer-focused service, and demonstrate commitment to cross functional collaboration, excellence and continuous improvement.
- Develop and publish web content improvements in line with technical and brand standards.
- Support the Content Architect to deliver the annual Future Students web content work plan, driving web performance improvements for Future Student audiences.
- Coordinate the development of website content including search insights, fact checking, sourcing to create compelling written web content to promote UNSW.
- Publish content on Adobe Experience Manager and UNSW websites; maximising use of content technologies and automations such as content and experience fragments.
- Coordinate stakeholder approvals and adherence to technical, legal and brand standards.
- Monitor and report on web content metrics to make continuous improvements and ensure content is being fully utilised.
- Align with and actively demonstrate the [Code of Conduct and Values](#)
- 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 psychosocial or physical health and safety of yourself or others.

Skills and Experience

- A relevant tertiary education with entry level experience in web content writing and publishing or an equivalent level of industry knowledge gained through any other combination of education, training and experience.
- Digital agency, higher education and/or premium brand experience is highly desirable.
- An understanding of digital content technologies and automations including content and experience fragments is desirable. Experience using Adobe Experience Manager, Wrike, Trello, SEMRush, Clearscope, Site improve, Figma would be advantageous.
- Highly developed written and visual digital content craftsmanship in a KPI driven marketing context, with hands on web publishing experience.
- Excellent collaboration skills and experience working in an agile, sprint-based digital content delivery environment.
- Highly developed organisational and time management skills, with proven attention to accuracy and detail.
- Sound relationship management skills, with a demonstrated track record of fostering and maintaining strong and successful internal and external networks, supporting successful outcomes.
- An understanding of and commitment to UNSW's aims, objectives and values in action, together with relevant policies and guidelines.
- Knowledge of health & safety (psychosocial and physical) 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.