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POSITION DESCRIPTION

Content Architect

Position Level

Level 8

Faculty/Division

Education & Student Experience / Societal Impact, Equity
& Engagement

Position Number

ADMIN ONLY

Original document creation

01/08/ 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 Content Architect plays a key role within the Marketing & Digital Experience team, providing high level content design expertise, ensuring best practice user experience, and delivering web content that meets the needs of key UNSW audiences.

The Content Architect possesses superior technical understanding of content processes and platforms, Adobe Experience Manager proficiency, and uses a data-led approach to content creation and UX that ensures best practice content is produced, published and amplified across owned channels.

The role reports to the Digital Experience Manager and has no direct reports.

Accountabilities

Specific accountabilities for this role include:

- Deliver impactful, strategic and best practice content which drives consideration and conversion for UNSW programs and faculties; staying abreast of new technologies and trends in content; incorporating learnings from previous content and fostering a culture of continuous improvement.
- Deliver customer-centric user experiences in digital content that drive growth and engagement across web, mobile and owned channels.
- Act as a champion of brand tone and voice, style guidelines to drive innovative and effective content that increases engagement and understanding within target audiences.
- Use research, data and insights to inform development and delivery of digital content to meet the needs of future students.
- Deliver commercially focused content reporting, understanding key insights and trends to continually optimise and grow channel performance and share with stakeholders.
- Co-develop the content architecture strategy and taxonomy in collaboration with DAM Platform Lead and broader digital content stakeholders and collaborate closely with Marketing Leads, UX and Digital Marketing to ensure content and Information Architecture meets best practice SEO and content design.
- Redesign current content and write new content ensuring it aligns with UNSW's Style Guide.
- Manage Digital Content Coordinators to deliver the work required of the agile marketing and content squad and where necessary connect with UNSW teams and key internal stakeholders, external agencies where required and subject matter experts on content deliverables.
- Participate fully within the Marketing and Digital Experience Team, contributing to creating a respected and highly customer-focused service, and demonstrate commitment to collaboration, excellence and continuous improvement.
- Align with and actively demonstrate the [Code of Conduct and Values](#)
- Ensure hazards and risks psychosocial and physical are identified and controlled for tasks, projects, and activities that pose a health and safety risk within your area of responsibility.

Skills and Experience

- Minimum 5 years of working experience as a content producer or content designer in a digital team, creative agency or content team.
- Minimum 5 years experience creating, publishing and optimising digital content for enterprise level content management systems, with a strong understanding of Adobe AEM and Figma essential.
- Tertiary qualifications in digital/communications/marketing or related field/s.
- Experience producing a variety of content in a regulated environment with complex risk and approval processes. Solid sub-editing, fact-checking skills and unrelenting attention to detail and focus required.
- Experience with Agile ways of working and collaborating in a cross-functional way across a matrix environment including using collaboration software like Wrike, Trello, Jira or Confluence.
- Experience using Adobe Analytics, SEMRush, Siteimprove, Clearscope for data-led decision-making will be highly regarded.
- Excellent written and verbal communication skills and the ability to liaise effectively with all levels of students, staff and external stakeholders. High level of attention to detail and ability to work under pressure and to strict deadlines.
- 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.