## Position Summary

The UNSW Division of Societal Impact, Equity and Engagement (DSIEE) leads UNSW’s efforts to make a positive and lasting impact on society, promoting equity and social justice, and driving engagement activities which enhance UNSW’s reputation as a key contributor to society through its research, teaching, and community engagement.

The Digital Engagement Officer is responsible for working within the Web Operations and Transformation team to consolidate, harmonise and improve UNSW’s vast and disparate digital eco-system. The role will work closely with the Full stack development and UX Design teams to facilitate numerous digital projects, ensure operational continuation and will largely focus on stakeholder, end-to-end project management while transitioning faculty and divisional sites onto a new digital ecosystem.

In addition to project consolidation and optimisation, the Digital Engagement Officer also provides UNSW’s stakeholders with a ‘one-stop’ shop for all digital requests – including, but not restricted to, website and content updates, usability, configuring, information architecture, design, Search Engine Optimisation (SEO) Strategy, and new website builds.

The role of Digital Engagement Officer reports to the Program Manager and has no direct reports.

## Accountabilities

Specific accountabilities for this role include:

* Participate fully as part of the Web Operations and Transformation team, providing a respected and valued service by contributing to the smooth running of the unit and delivering a highly customer-focused service.
* Work closely with the team and other team members across UNSW to deliver digital projects across multiple Content Management Systems (CMS) specifically Adobe Experience Manager and Drupal 9 and 10.
* Leverage your passion for ‘best practice’ to make content updates, create microsites and campaigns across multiple CMS and train internal stakeholders.
* Collaborate on original website design ideas and present recommendations to internal stakeholders.
* Create wireframes, storyboards, user flows, process flows and site maps to communicate interaction and design ideas.
* Support the wider Digital Transformation team in project related tasks including utilising Adobe platforms e.g. Analytics, Launch, Target, DAM and ACS.
* Consult with clients to ensure best practice for web design, content (scannable, concise, current, accurate and easy to read with appropriate hyperlinks) presentation and effective site structures that provide usable information architecture and achieve quality outcomes for UNSW Sydney websites that align with the UNSW Sydney web strategy.
* Collaborate with Front End Production Development Lead to provide training for publishing administrators to content management.
* Collaborate with Front End Production Development Lead to ensure compliance with accessibility and brand for UNSW digital ecosystem.
* Assist in delivering web reports via Google Analytics.
* Ensure all pages are optimised for Search Engines ranking.
* Provide technical advice and guidance to internal stakeholders in relation to web functionality and accessibility.
* Align with and actively demonstrate the [UNSW Values in Action: Our Behaviours](https://unsw.sharepoint.com/sites/values-in-action) and the [UNSW Code of Conduct](https://www.gs.unsw.edu.au/policy/documents/codeofconduct.pdf).
* 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 qualification in online communications or related subject, ideally with a specialisation or adequate experience in the online environment, along with a minimum of 2 years experience within web content production.
* Demonstrated experience with HTML, CSS and configuration using a multitude of CMS Required Adobe Experience Manager and Drupal
* Proven experience in end-to-end digital project management using proven project methodology (for example Agile).
* Demonstrated experience in Search Engine Optimisation and IA discovery and creation e.g. Optimal workshop, Site Improve, Grammarly, ClearScope, GA, Crazy Egg.
* Familiarity with online web publishing processes and package i.e. AEM, Drupal, and CRM Dynamics, required.
* Proven ability to work proactively and meet multiple deadlines.
* Excellent communication and consultation skills with the ability to work autonomously and as part of a team.
* Demonstrated success working effectively and collaboratively on initiatives with a range of people at various levels within an organization.
* Excellent written and verbal communication skills and the ability to liaise effectively with all levels of internal and external stakeholders. .
* 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.