

Digital Content Officer

College/Division	Academic Division
School/Section	UConnect – Student Life and Enrichment
Location	Hobart
Classification	HEO5
Reporting line	Reports to Team Leader – University Student Communications

Position Summary

The University of Tasmania is building a vision of a place-based University with a mission to enhance the intellectual, economic, social and cultural future of Tasmania, and from Tasmania, contribute to the world in areas of distinctive advantage. The University recognises that achieving this vision is dependent on the people we employ as well as creating a people-centred University that is values-based, relational, diverse, and development-focused.

We are seeking to appoint a Digital Content Officer – University Student Communications (UConnect) within Student Life and Enrichment portfolio which is part of the [Academic Division](#).

UConnect delivers student enquiry, information and communications through three broad streams of activity: campus-based Service Centres, the Contact Centre, and through student communication channels. The University Student Communications team within UConnect is the primary producer, publisher and coordinator of all digital 'one-to-many' communications and information for continuing students on behalf of the institution.

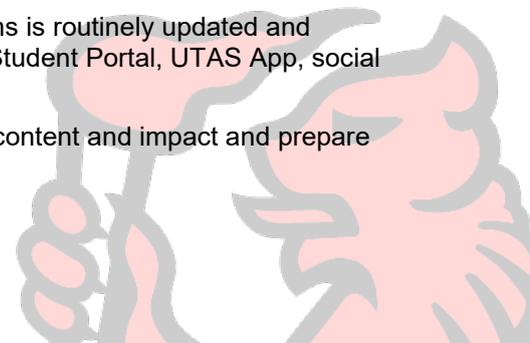
The Digital Content Officer delivers accurate, engaging, and timely information on the University's digital communication platforms including Student Portal, UTAS App, UTASLife, AskUs; and via communication channels, for current students and for the University Community Experience Model with two major objectives:

1. to facilitate students to find answers to their enquiries using information available online, thereby reducing volume; increasing predictability of incoming UConnect enquiries; and improving organisational efficiency
2. to contribute to the University Community Experience Model by building a community that fosters connection, a sense of belonging, deep learner engagement and enduring connections via effective and tailored digital communications to target audiences.

We are an inclusive workplace committed to 'working from the strength that diversity brings' reflected in our Statement of Values. We are dedicated to attracting, retaining and developing our people and are committed to inclusive principles. We celebrate the range of diverse assets that gender identity, ethnicity, sexual orientation, disability, age and life course bring. Applications are encouraged from all sectors of the community. Tell us how we can make this job work for you.

What You'll Do

- Create and edit high quality content on the UTAS student communications platforms, ensuring consistent, personalised and engaging messaging that is appropriate to the student cohort by suitably segmenting audience and managing student data.
- Ensure digital student communications and content across all platforms is routinely updated and audited to ensure accuracy and relevance. These platforms include: Student Portal, UTAS App, social media (UTASLife), AskUs, and email.
- Regularly review and analyse student engagement levels with digital content and impact and prepare



reports to inform priorities and continuous improvement.

- Coordinate and oversee the University Community Experience Model's associated communications via various methods, including push notifications, news articles, posting, email and other engagement methods to deliver a rich, distinctive and enhanced community experience. This will include working with the relevant stakeholders including student leaders, Community Experience Coordinators and TUSA to create and deliver content.
- Contribute to the management of the digital platforms that UConnect has custodianship for by liaising with subject matter experts and other relevant staff to ensure the content is correct and updated in a timely manner, errors and gaps in knowledge or content are identified and addressed, and system analytics and user feedback are used to continuously improve the knowledge base.
- Identify problems and opportunities and escalate appropriately to optimise timely and effective communications to students.
- Contribute to the continuous improvement of processes and practices that support the functions and strategic priorities of UConnect.
- Undertake other duties as assigned by the supervisor.

What We're Looking For (success criteria)

- Completion of a degree in a related field such as media, journalism or marketing and relevant experience in development and production of digital content and communications.
- Excellent written and visual communication skills, including web and graphic design, copywriting, creation of digital assets, editing, layout of digital content; and email publication and automation.
- Experience in analysing users' engagement with digital content and continually improving digital communications, reach and engagement to meet best practice.
- Excellent interpersonal skills and the ability to contribute to a people/student focused culture; and collaborate with a wide range of stakeholders to deliver team goals.
- Demonstrated ability to plan and prioritise workflow and tasks in a dynamic work environment to meet tight deadlines while remaining calm and focused, and deliver high quality outcomes using initiative, judgement, and innovation.
- An understanding of student management systems for cohort/audience segmentations and strong skills in the use of contemporary software applications including content management systems, web/app management tools and software such as Student Portal, UTAS App and Eloqua.

University of Tasmania

The University of Tasmania is an institution with an enduring commitment to our state and community, and a strong global outlook. We are committed to enhancing the intellectual, economic, social and cultural future of Tasmania. Our [Strategic Direction](#) strongly reflects the University community's voice that our University must be place based but globally connected as well as regionally networked and designed to deliver quality access to higher education for the whole State.

We believe that from our unique position here in Tasmania we can impact the world through the contributions of our staff, students and graduates. We recognise that achieving this vision is dependent on the people we employ, as well as creating a university that is values-based, relational, diverse, and development-focussed.

More information:

<https://www.utas.edu.au/jobs>

<https://www.utas.edu.au/careers/our-people-values-and-behaviours>

The intention of this position description is to highlight the most important aspects, rather than to limit the scope or accountabilities of this role. Duties above may be altered in accordance with the changing requirements of the position.

