POSITION DESCRIPTION

Position Title	Digital Content Writer/Editor		
Organisational Unit	Marketing and External Relations		
Functional Unit	Digital Strategy		
Nominated Supervisor	Senior Project Manager		
Higher Education Worker (HEW) Level	HEW 7	Campus/Location	Melbourne (St Patrick's) North Sydney (MacKillop)
CDF Achievement Level	1 All Staff	Work Area Position Code	14035, 14036, 14037
Employment Type	Full Time, Fixed Term (12 months) appointment	Date reviewed	June 2017

ABOUT AUSTRALIAN CATHOLIC UNIVERSITY

Mission Statement: *Within the Catholic intellectual tradition and acting in Truth and Love, Australian Catholic University is committed to the pursuit of knowledge, the dignity of the human person and the common good.*

Australian Catholic University (ACU) is both a Catholic University and a public institution within the Australian higher education sector. ACU is an inclusive community which welcomes students and staff of all beliefs. The University is committed to a strong Catholic ethos and seeks to foster and promote teaching and learning, research and scholarship, and community engagement in the Christian tradition. As valued members of our community, all staff members are expected to have an understanding of ACU's Mission and values and to demonstrate an active contribution to them.

The University shares with universities worldwide a commitment to quality in teaching, research and service. It aspires to be a community characterised by free enquiry and academic integrity.

The University chooses to focus on areas of teaching and research that are closely connected with its particular character as a University that is Catholic, public and national. The focus areas are Theology and Philosophy, Health, Education, and the Common Good and Social Justice.

ACU has over 2,500 staff supporting more than 34,000 students across seven campuses – Adelaide, Ballarat, Brisbane, Canberra, Melbourne, North Sydney and Strathfield.

The structure to support this complex and national University consists of:

- Provost
- Chief Operating Officer & Deputy Vice-Chancellor
- Deputy Vice-Chancellor, Research
- Deputy Vice-Chancellor, Students, Learning and Teaching

Each portfolio consists of a number of Faculties, Research Institutes or Directorates. The Directorate of Identity and Mission drives both the Identity and the Mission of the University. In addition, five Associate Vice-Chancellors and Campus Deans focus on the University's local presence and development of the University at the local 'campus' level.

The University pursues performance excellence and offers an environment where staff are valued and rewarded. Staff are expected to demonstrate a commitment to continuous improvement and to participate fully in resolving issues to achieve and maintain quality standards relevant to role. Further information about a career with ACU is available at www.acu.edu.au.

ACU is committed to diversity and social inclusion in its employment practices. Applications from Aboriginal and Torres Strait Islander people, people with disabilities and people from culturally diverse groups are encouraged.

ABOUT THE MARKETING AND EXTERNAL RELATIONS

The Marketing and External Relations Portfolio, under the direction of the Director of MER, encompasses Marketing and Communications, Student Recruitment and External Relations, and Strategy and Planning.

MER plays a key role in profiling and positioning ACU as a first choice among its diverse community and stakeholder groups, including potential students, Catholic and corporate partners, donors, alumni and staff. ACU strives to be an interactive and collaborative partner in the communities in which it operates.

MER at ACU provides a framework for building strong relationships between internal and external stakeholders with the capacity for this framework to expand, creating new opportunities and new ways to serve the community. MER at ACU is of mutual benefit to both the University and its external community, with its core aim to improve the position and reputation of the University while also connecting with and benefitting the wider community.

The Portfolio provides integrated services with a focus on relationship and brand development across the following areas: marketing, media, advertising, design, communications, alumni, student recruitment, fundraising, digital, external relations and events

POSITION PURPOSE

The Digital Content Writer/Editor will create ACU's public website content as part of the development of the new ACU Public Website project. The role is responsible for creating and editing new content and transforming current content into well-crafted, web-ready content that meets brand guidelines and accurately conveys the messages of the University. In doing so, the Digital Content Writer/Editor will work collaboratively with the project team and ACU's distributed stakeholder community.

Key aspects of the role will be:

- Strategy Development: Create strategic, user-centric content audits, analyses and development plans. Map out and execute content requirements and strategies for digital projects.
- Creative concepting and writing: Develop creative, persuasive copy for the Public Website project.
- User Experience and Information Architecture: Help design the structure, flow and business requirements of the website, create sitemaps and content-focused wireframes. Assist with content-related testing and other UX research.
- Conceive, write and help guide the execution of persuasive content for all digital media.
- Help create strategic, user-centric content audits, analyses and development plans.

POSITION RESPONSIBILITIES

Introduction

A number of frameworks and standards express the University's expectations of the conduct, capability, participation and contribution of staff. These are listed below:

- ACU Strategic Plan 2015-2020
- Catholic Identity and Mission
- ACU Capability Development Framework
- Higher Education Standards Framework
- ACU Service Principles
- ACU Staff Enterprise Agreement including provisions in relation to Performance Excellence

The Capability Development Framework in particular is important in understanding the core competencies needed in all ACU staff to achieve the University's strategy and supports its mission.

Key responsibilities

Key responsibilities specific to this position	Relevant Core Competences ([Capability Development Framework](#))	Scope of contribution to the University			
		Within the work unit or team	School or Campus	Faculty or Directorate	Across the University
Develop compelling, insightful and relevant content for the new ACU University public website, ensuring all content is on-brand, consistent in terms of style, quality and tone of voice, visual representation and search engine optimised.	• Communicate With Impact				✔
Write or re-work web content according to ACU's web policies and procedures, and web content best practice, ensuring content tasks are completed within given timeframes.	• Applies Commercial Acumen • Know ACU Work Processes And Systems				✔
Perform an editorial role ensuring: strategic alignment, quality, compliance, user experience, multimedia, design, SEO/SEM, and appropriate personalisation for all branded and non-transactional content in compliance with ACU policies and procedures and web content best practices.	• Applies Commercial Acumen • Know ACU Work Processes And Systems				✔
Work with the business stakeholders to ensure all published content has been through editorial and business approvals.	• Collaborate Effectively • Know ACU Work Processes And Systems				✔
Contribute to the development of strategic, user-centric content audits, analyses and development plans in line with strategic priorities and frameworks.	• Apply Commercial Acumen • Communicate With Impact				✔
Use best practice user experience and digital information architecture principles to undertake user experience testing to ensure content is presented in an engaging and contextual manner to all users across all devices.	• Applies Commercial Acumen • Collaborate Effectively	✔			
Monitor and report on the progress of content strategies and plans and provide recommendations for improved performance as necessary.	• Make Informed Decisions				✔

Key responsibilities specific to this position	Relevant Core Competences ([Capability Development Framework](#))	Scope of contribution to the University			
		Within the work unit or team	School or Campus	Faculty or Directorate	Across the University
Provide consultative services and advice to MER staff and content owners on Information Architecture.	• Collaborate Effectively • Know ACU Work Processes And Systems	✓			
Undertake digital publishing tasks within the CMS to maintain content on the ACU public website. This includes deleting, moving and updating content, and contacting content owners to ensure accuracy.	• Applies Commercial Acumen • Know ACU Work Processes And Systems	✓			
Complete quality assurance activities on web content to achieve content governance and ensure output is to the appropriate level of quality, and achieves the desired business and end-user benefits.	• Applies Commercial Acumen • Know ACU Work Processes And Systems	✓			
Working with the website project team to establish an editorial governance framework for the publication and ongoing management of content including the CMS workflow processes for: requesting, creating, editing, publishing, personalisation and retiring content (including redirect strategy).	• Applies Commercial Acumen • Know ACU Work Processes And Systems	✓			
Provide recommendations on best practice approaches for ongoing content governance and presentation of digital content i.e. multi-media, functionality, design, tone of voice etc.	• Applies Commercial Acumen • Adapt To And Lead Change • Be Responsible And Accountable For Achieving Excellence				✓
Manage stakeholder relationships to engender mutual respect and ongoing support for the development of ACU's public website and associated content activities.	• Collaborate Effectively • Deliver Stakeholder Centric Service				✓

Key responsibilities specific to this position	Relevant Core Competences ([Capability Development Framework](#))	Scope of contribution to the University			
		Within the work unit or team	School or Campus	Faculty or Directorate	Across the University
Other duties as directed commensurate with the scope and classification of the position.	• Applies Commercial Acumen • Know ACU Work Processes And Systems				✓

HOW THE ROLE OPERATES

Key Challenges and Problem Solving

- Ensure content is aligned strategically, and written with quality, compliance, user experience, multi-media, design, SEO/SEM, and personalisation in mind.

- Employ understanding of best practice user experience and digital information architecture principles

- Apply best practice principles to ensure optimal presentation of digital content i.e. multi-media, functionality, design, tone of voice etc.

- Find ways to continually harness the skills, knowledge and content from within the business, linking it with delivery of content for the new website.

- Make editorial decisions, based on understanding risks and opportunities to strategically guide the optimisation of content developed for the new website.
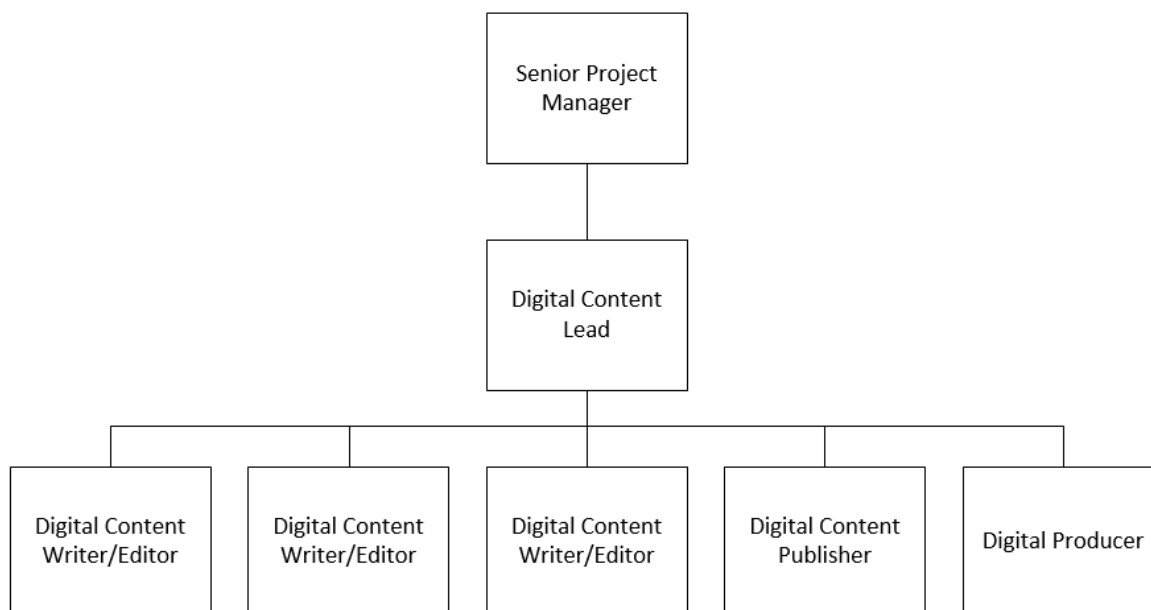
Decision Making / Authority to Act

- The position holder makes decisions regarding digital content and makes recommendations for the supervisory to consider for more complex matters for resolution;

- The position holder writes, receives and evaluates digital copy requests; and

- The position holder gives recommendations to university staff in regards to digital and website content.

Communication / Working Relationships

- The Digital Content Writer/Editor reports to the Digital Content Lead. The Digital Content Writer/Editor works and collaborates with a range of ACU staff members and works in collaboration with the Manager to achieve project deliverables.

- The position holder works closely with key stakeholders across the University to develop compelling, insightful and accurate content for the new website, and ensure content is on-brand and consistent in style, quality and tone of voice and visual representation.

Reporting Relationships

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                    │  Senior Project  │
                    │     Manager      │
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                    │  Digital Content │
                    │      Lead        │
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│Content │ │Content │ │Content │ │ Content  │ │ Producer │
│Writer/ │ │Writer/ │ │Writer/ │ │Publisher │ │          │
│Editor  │ │Editor  │ │Editor  │ │          │ │          │
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SELECTION CRITERIA

Qualifications, skills, knowledge and experience

1.	Degree in advertising, marketing or communications with subsequent relevant experience in a content management function, preferably within a large complex knowledge-based organisation, or an equivalent combination or training and experience.
2.	Excellent written communication skills with substantial editing and proofing experience.
3.	Sound understanding of web content including accessibility, usability, information architecture and writing for the web.
4.	Demonstrated excellent interpersonal and communication skills with ability to effectively communicate with a broad range of internal stakeholders in a collaborative and engaged manner.
5.	Ability to follow given processes and work with tight deadlines, preferably within a project environment.
6.	Well-developed analytical and lateral thinking skills.
7.	Ability to understand and clearly communicate technical information to non-technical people.
8.	Understanding of interface and responsive design, user experience design processes and principles
9.	Relationship management experience in liaising with stakeholders at a variety of levels within an organisation
10.	Working knowledge and experience in SEO

Core Competencies (as per the Capability Development Framework)

11.	Demonstrate confidence and courage in achieving ACU's Mission, Vision and Values by connecting the purpose of one's work to ACU's Mission, Vision and Values.

Other attributes

12.	Demonstrated commitment to cultural diversity and ethical practice principles and demonstrated knowledge of equal employment opportunity and workplace health and safety, appropriate to the level of the appointment.