

POSITION DESCRIPTION

Position Title	Digital Content Lead		
Organisational Unit	Marketing and External Relations		
Functional Unit	Digital Strategy		
Nominated Supervisor	Senior Project Manager		
Higher Education Worker (HEW) Level	HEW 8	Campus/Location	Melbourne (St Patrick's)
CDF Achievement Level	2 Management (Line)	Work Area Position Code	
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 Lead will manage the content strategy and its rollout for the ACU Public Website Project, and provide strategic leadership for all content deliverables including the establishment and maintenance of digital content frameworks and standards. The Digital Content Lead is responsible for leading the planning, design and development of Public Website content to establish high quality and

responsive content services for the ACU Public Website and associated digital assets. The role engages with content creators/leads within MER, subject matter experts and the distributed digital community.

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, establish and maintain a content strategy, plan, digital content governance framework, and associated standards for the Public site in alignment with MER's Content and Digital Strategies.	<ul style="list-style-type: none"> • Applies Commercial Acumen • Adapt To And Lead Change • Delivers Stakeholder Centric Service 				✓

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		Within the work unit or team	School or Campus	Faculty or Directorate	Across the University
Deliver a substantial and measurable improvement to ACU's digital web content as the content lead for ACU's public website.	<ul style="list-style-type: none"> • Applies Commercial Acumen • Delivers Stakeholder Centric Service • Works Collaboratively 				✓
Influence the design, structure, flow and business requirements of the website, create sitemaps and content-focused wireframes. Perform content-related testing and other user experience research. This will involve reviewing and recommending approval for specifications, managing domain name requests, page re-directions, workflow, archiving and deletion, content audit, quality assurance and SEO activities.	<ul style="list-style-type: none"> • Apply Commercial Acumen 			✓	
Management of content resources (freelancers and in-house staff), prioritising content activity as necessary to ensure resources continually meet the needs of users. Engage with stakeholders, acting as a positive change agent, as required	<ul style="list-style-type: none"> • Applies Commercial Acumen • Adapt To And Lead Change • Delivers Stakeholder Centric Service 				✓

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		Within the work unit or team	School or Campus	Faculty or Directorate	Across the University
Develop a search engine optimisation strategy for the Public site informed by best practices and tools, and ensure this is applied across all content development activities.	<ul style="list-style-type: none"> Applies Commercial Acumen 	✓			
Ensure the implementation of all University policies that relate to the areas for which the position is responsible, in particular, those relating to equal opportunity, occupational health and safety and risk management.	<ul style="list-style-type: none"> Live ACU's Mission, Vision And Values Applies Commercial Acumen 	✓			
Oversee the governance process of content that supports internal and external websites including establishing ownership, defining approval processes and continuously evaluating content to ensure meeting needs of ACU and its audiences.	<ul style="list-style-type: none"> Applies Commercial Acumen Delivers Stakeholder Centric Service Works Collaboratively 				✓
Oversee content audit and quality assurance activities, content creation and remediation (including archiving and deletion).	<ul style="list-style-type: none"> Be Responsible and Accountable for Achieving Excellence Make Informed Decisions 			✓	

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		Within the work unit or team	School or Campus	Faculty or Directorate	Across the University
Manage the website content management system, including updates and maintenance to ensure it remains a source of truth for both internal and external content.	<ul style="list-style-type: none"> • Applies Commercial Acumen • Delivers Stakeholder Centric Service 				✓
Manage a team a content editors and content writers and identify and create opportunities for staff development in support of knowledge sharing and capacity building.	<ul style="list-style-type: none"> • Live ACU's Mission, Vision And Values • Adapt To And Lead Change • Works Collaboratively 	✓			
Provide strategic support and advice to schools and/or faculties in relation to web content best practice.	<ul style="list-style-type: none"> • Delivers Stakeholder Centric Service • Works Effectively 				✓
Any other duties as directed, commensurate with the scope and classification of the position	<ul style="list-style-type: none"> • Applies Commercial Acumen • Adapt To And Lead Change • Delivers Stakeholder Centric Service 	✓			

HOW THE ROLE OPERATES

Key Challenges and Problem Solving

- Developing a migration strategy, and supporting change management activities to build engagement and awareness within the distributed community, and completing the design of any required comms and training materials)
- Establishing auditing tools and processes to ensure website content, features and functions are fully mapped and maintained to assist migration and remediation.
- Overseeing and maintaining governance processes across multiple concurrent digital content activities.

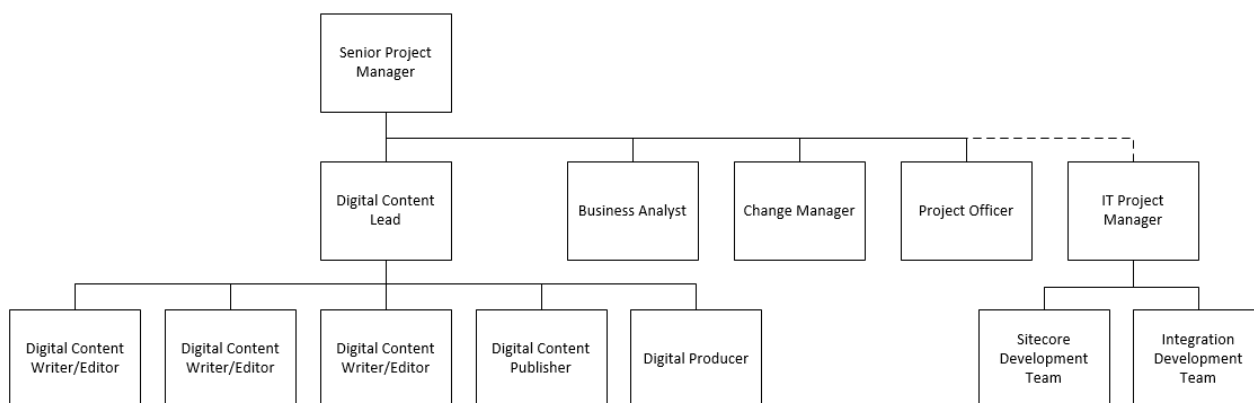
Decision Making / Authority to Act

- The position holder makes decisions regarding digital content, content delivery and defers more complex matters to the Senior Project Manager for guidance and/or 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 position holder liaises with staff to develop and coordinate content for all digital channels.
- The position holder works closely with the content team within MER and other content resource developers to ensure it meets the content strategy, plan, digital governance framework, and associated standards for the Public site

Reporting Relationships



For further information about structure of the University refer to the [organisation chart](#).

SELECTION CRITERIA

Qualifications, skills, knowledge and experience

1.	Tertiary qualifications in communications, information management, digital communications or related disciplines with extensive digital content or SEO experience in a large complex organisation; or an equivalent combination of experience and/or education/training.
2.	Demonstrated knowledge of project management processes and methodologies.
3.	Extensive experience managing small teams to effectively meet tight deadlines.
4.	Excellent interpersonal and written communication skills including stakeholder engagement and vendor management
5.	Specialist expertise working with content management systems and demonstrated experience of information management principles
6.	Strong understanding of web policies and procedures relating to web content, accessibility, user experience, mobile, social media and digital content best practice.
7.	Extensive experience working with enterprise CMS systems including Sitecore CMS, specifically for web publishing and reporting, would be highly advantageous.

Core Competencies (as per the [Capability Development Framework](#))

8.	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.
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9.	An ability to display openness and flexibility in work approach when faced with obstacles and think creatively when implementing business solutions to achieve organisational objectives.
10.	Demonstrated ability to make informed evidence-based decisions by effectively sourcing and interpreting information to achieve high quality outcomes for the organisation.

Other attributes

11.	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.
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