

POSITION DESCRIPTION

Academic Services
University Services

Web Content Officer, Student Information

POSITION NUMBER	0036595
PROFESSIONAL CLASSIFICATION STANDARD/SALARY	PSC 6 - \$79,910 - \$86,499 per annum (pro rata for part-time)
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full Time (1 FTE)
BASIS OF EMPLOYMENT	Continuing
HOW TO APPLY	Go to http://about.unimelb.edu.au/careers , under Current staff or Prospective staff, select the relevant option ('Current Opportunities' or 'Jobs available to current staff') and search for the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Nick Miller Tel +61 3 8344 3832 Email nicholas.miller@unimelb.edu.au <i>Please do not send your application to this contact</i>

For information about working for the University of Melbourne, visit our website:
about.unimelb.edu.au/careers

THE UNIVERSITY OF MELBOURNE

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville is recognised as the hub of Australia's premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide-range of knowledge-based industries. With outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.

The University of Melbourne employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Find out more about the University's strategy, 'Growing Esteem', at <http://about.unimelb.edu.au/strategy-and-leadership>

UNIVERSITY SERVICES

University Services is the shared services function for the University of Melbourne. We are dedicated to operating with a clear, responsive, respectful, user-friendly approach and this will create a problem-solving culture that empowers people to deliver their best. This component of the Melbourne Operating Model is the largest administrative unit within the University and is committed to:

- Putting the university first, by acting in the best interest of students, academics and overall strategy
- Maintaining a culture of service excellence
- Working together as one team to achieve results through collaboration, respect and expertise.

University Services is comprised of over 1,600 staff and consists of nine portfolios delivering a range of transactional services and expert advice:

- Academic Services
- Business Intelligence and Reporting
- External Relations
- Finance and Employee Services
- Infrastructure Services
- Legal and Risk
- Procurement
- Project Services
- Research, Innovation and Commercialisation

ACADEMIC SERVICES

Academic Services brings together student, academic and library services in an integrated network to support the University's core business of learning and teaching, research and engagement.

EQUAL OPPORTUNITY, DIVERSITY AND INCLUSION

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation. The University makes decisions on employment, promotion and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the University's People Strategy 2015-2020 and policies that address diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people's age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an environment where the compounding benefits of a diverse workforce are recognised as vital in our continuous desire to strive for excellence and reach the targets of Growing Esteem.

ABOUT THE ROLE

Position Purpose:

The Web Content Officer will join an energetic and dynamic team of 12 professional staff, working collaboratively to deliver campaigns and projects which showcase the University's rich offering of student services.

The role will function as the first point of contact for all web requests across Academic Services. It will be responsible for supporting web maintainers to deliver online content, including organising and facilitating small training sessions for staff, and sharing advice on web best practice. It will also support the Web Coordinator by completing other web work as required.

Utilising excellent written and verbal communication skills, and experience in both content editing and web development, the Web Content Officer will develop a strong understanding of student service offerings to ensure Academic Services online content is engaging, accurate, and meets the needs of students. The role

will also be required to use web analytics to make recommendations, and provide feedback regarding design and content principles (as well as technical requirements).

This unique position offers a number of exciting opportunities to be involved in major web projects across the University, use creativity and initiative to lead innovation, and play a pivotal role in enhancing the student experience.

Reporting line: Web Coordinator *

No. of direct reports: 0

No. of indirect reports: 0

Direct budget accountability: #

Key Dimensions and Responsibilities:

Task level: Moderate

Organisational knowledge: Moderate

Judgement: Significant

Operational context: *

OH&S and compliance: All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct. These include general staff responsibilities and those additional responsibilities that apply for managers, supervisors and other personnel. Specific responsibilities for the role are available at <http://safety.unimelb.edu.au/topics/responsibilities/>.

Staff must comply with all relevant requirements under the University's risk management framework including legislation, statutes, regulations and policies.

Core Accountabilities:

Content delivery and web development:

- Effectively monitor, prioritise, action and respond to incoming web requests.
- Build and maintain new and existing webpages, so that students can access accurate and timely information to enable self-management and positive outcomes.
- Participate in the planning and delivery of student-facing campaigns, activities and events, working to proactively understand and meet the information needs of students.
- Respond to spikes in enquiries or new information requirements with targeted web content.
- Provide training and advice to assist Academic Services staff in developing, editing and publishing web content.
- Develop an Academic Services' Web Maintenance Plan to ensure all web content is up-to-date, accurate, engaging, and meets best practice. This should be conducted in accordance with portfolio and University goals, plans, strategies, branding, policies and stakeholder requirements.

- Assist the Web Coordinator in the delivery of web projects as required.
- Actively participate in the implementation of new initiatives, including engaging with related University web communication initiatives.
- Continuously develop professional knowledge and skills, keeping up to date with new developments relevant to the role and the organisation's broader objectives.
- Demonstrate commitment to actively contributing to a positive and professional work environment that fosters innovation, teamwork, high achievement, continuous improvement and job satisfaction.
- Adhere to compliance and quality assurance, in line with requirements under the University's risk management framework including OH&S.
- Demonstrate commitment to the shared services operating model contributing to the team's achievement of agreed service levels, standards and reporting requirements to deliver service excellence.
- Participate in and contribute to coverage of peak period activities across the Division to enable Academic Services to meet its operational obligations and agreed service levels.

Reporting:

- Using web analytics and feedback gathered from staff and students; report on the performance and impact of Academic Services websites, providing analysis and recommendations about required improvements both short and long term.
- Assist in identifying emerging trends, markets and issues that inform communication planning and delivery.

Relationship management:

- Demonstrate excellent inter-personal communication skills, maintain a high level of customer service, and develop positive working relationships with team members, clients and colleagues throughout the University.
- Develop and maintain links with external networks of peers and relevant professional associations as well as participate in relevant internal forums and groups, providing advice to members of the University community to promote web best practice.

Cross-functional teamwork:

- Work closely with web maintainers across Academic Services to deliver seamless, consistent and accurate information to students.
- Assist with the creation of a community of practice for web maintainers in Academic Services, to support them to deliver effective online information that meets the needs of students.
- Liaise with representatives from Project Services and Infrastructure Services as required to deliver on project-based requests.
- Provide ongoing advice and suggestions to Web Coordinator, Student Information, on the development of web-based systems, their governance within Academic Services and opportunities for innovation.

Selection Criteria:

Education/qualifications:

1. A tertiary qualification in a relevant discipline with subsequent relevant experience, or an equivalent combination of relevant experience and/or education/training;

Knowledge and skills (essential):

1. Significant experience developing and maintaining websites using content management systems;
2. Excellent written and verbal communication skills;
3. Excellent inter-personal skills, with demonstrated ability to work effectively with a variety of customers, clients and stakeholders;
4. Demonstrated experience working collaboratively as part of a team to deliver customer-centred solutions;
5. Demonstrated substantial professional experience using HTML5/CSS, and preparing content for web and digital platforms through formatting and editing;
6. Demonstrated understanding of best practice for web, including design principles, SEO, writing for the web, and accessibility compliance;
7. Demonstrated ability to analyse and report on the performance of websites, as well as make recommendations for improvements;
8. Creative approach to work, with the ability to solve problems and implement innovative solutions;
9. High level organisational and time management skills, including the ability to prioritise workloads, work well under pressure, and organise own work and others to meet deadlines;
10. Experience leading small web projects, with a focus on user experience, accessibility and web standards.

Knowledge and skills (desirable):

1. Experience developing with Bootstrap and writing jQuery script;
2. Experience developing and maintaining websites using the University's CMS (Squiz Matrix CMS).