



POSITION DESCRIPTION

External Relations
Faculty of Arts

Digital Communications Officer

POSITION NO	0034403
CLASSIFICATION	PSC 5
SALARY	\$68,892 - \$79,130 p.a. (pro rata)
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Part-time (0.8 FTE)
BASIS OF EMPLOYMENT	Continuing
OTHER BENEFITS	http://about.unimelb.edu.au/careers/working/benefits
HOW TO APPLY	Online applications are preferred. Go to http://about.unimelb.edu.au/careers , select the relevant option ('Current Staff' or 'Prospective Staff'), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Michelle Kelly Tel +61 3 8344 6346 Email m.kelly@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

Position Summary

As part of the External Relations team within The Faculty of Arts and in conjunction with the Communications and Web Manager, the Digital Communications Officer implements and supports a content strategy to enhance engagement and build the Faculty and Graduate Schools' reputation amongst its key constituencies. The role is responsible for developing innovative and high quality communications content through social media channels to support all aspects of marketing operations, including recruitment, PECE, engagement, public relations and alumni activity, to enhance the Faculty's reputation and profile, nationally and internationally.

The role coordinates the Faculty of Arts content schedule and implements best practices across all digital and social media activities, including reporting and regular reviews.

The role requires close liaison with stakeholders across the Faculty, schools and University – working closely with the Digital and Online Channels team in External Relations.

1. Key Responsibilities

- ▶ In conjunction with the Manager, Communications and Web, develop and implement an effective, accurate and timely content strategy that builds the Faculty of Arts reputation, including managing weekly content meetings to source content.
- ▶ Produce and actively initiate content for the Faculty of Arts news channel, write editorial and prepare digital advertisements for targeted audiences.
- ▶ Support the co-ordination of the External Relations activities through the development of digital media content.
- ▶ Maintain up to date knowledge and understanding of the digital communications landscape and contribute to the development of new initiatives.
- ▶ Preparation of activity data and monitoring for use to evaluate efficacy of marketing and communications activities and to provide activity summaries to be included in reporting processes.
- ▶ Moderate conversations and ensure plans are in place to manage negative profiling following necessary escalation policies and procedures as required.
- ▶ Ensure the Faculty's social media strategy complies with University policy.
- ▶ Develop and maintain a bank of visual resources that the team can use for digital content delivery.
- ▶ Assist with web content and publication development as required.
- ▶ Work as part of the broader team by providing support during peak periods such as providing support for web and publications activities and assisting with large events such as Open Day, community education event publicity, recruitment events and other public relations activities.
- ▶ Mentor others in the use of social media (this may involve public speaking, blogging, and creating training programs on and offline).
- ▶ Undertake ongoing review of processes resulting in continuous improvement and ensuring best practice.
- ▶ Work collaboratively within and across functional areas to ensure broader Faculty of Arts goals and objectives are being met.

- ▶ Comply with quality assurance, in line with requirements under the University's risk management framework including OH&S, legislation, statutes, regulations and policies
- ▶ Occupational Health and Safety (OH&S) and Environmental Health and Safety (EH&S) responsibilities as outlined in section 5.
- ▶ Actively contribute to a positive and professional work environment that fosters innovation, teamwork, high achievement, continuous improvement and job satisfaction.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ A relevant tertiary degree and professional experience in a similar marketing and communications or digital content role.
- ▶ Excellent copywriting skills, including demonstrated experience in writing, editing, proofing and producing content for social media, digital campaigns, media releases, and website copy.
- ▶ Highly developed organisational skills and ability to set priorities and meet deadlines.
- ▶ Excellent interpersonal and communication skills, including the ability to target various audiences and write to generate public engagement.
- ▶ A strong work ethic and initiative, commitment to continuous improvement, openness to new ideas and creative approaches to problem solving in complex settings.
- ▶ Experience managing a content schedule across a range of social media channels.
- ▶ Ability to perform tasks autonomously with accuracy and attention to detail, and work effectively as part of a small team.

2.2 DESIRABLE

- ▶ Experience working in the tertiary or government sector.
- ▶ Experience developing and maintaining web content using content management systems.
- ▶ Experience with Adobe Creative Suite or similar for the purposes of design, photo and video editing.

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The role reports to Communications and Web Manager, and works also works alongside the Manager, Executive Communication and Liaison. The incumbent will work independently to resolve day to day problems and, in carrying out tasks, will generally only refer issues to others if they are unable to provide a workable solution to problems in the absence of established procedures, where issues fall outside policy guidelines or for issues that require significant intervention.

3.2 PROBLEM SOLVING AND JUDGEMENT

The position has responsibility for applying a knowledge and understanding of Faculty strategic plans, organisational performance and revenue generation to understand the context of the tasks they perform. The incumbent will be required to perform a variety of tasks ranging from the routine to the complex. Many functions will be based on clearly defined procedures and will operate within set time frames, whilst others will require analytical and problem solving skills as well as the ability to develop innovative solutions to problems in the absence of established policies and procedures.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The incumbent will need to quickly develop a thorough knowledge of Faculty and University strategic plans, organisational performance and revenue generation to apply to in executing the tasks of their role.

3.4 BREADTH OF THE POSITION

The position covers a wide range of tasks often involving liaison with the Manager, Executive Communications and Liaison, the wider External Relations team, Graduate Schools, Academic Schools, University Services External Relations and Students.

4. *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.

5. *Occupational Health and Safety (OHS)*

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.

OHS responsibilities applicable to positions are published at:

<http://safety.unimelb.edu.au/people/community/responsibilities-of-personnel>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.

6. Other Information

6.1 ORGANISATION UNIT

The External Relations Unit in the Faculty of Arts is responsible for effectively supporting, integrating and coordinating the Faculty of Arts' Alumni Relations, Industry Partnerships, Public Programs, Executive and Community Education as well as Marketing, Communications and Student Recruitment activities. The unit is responsible for all external engagement activities, both national and international, ensuring that all activities support the Faculty's broader research, teaching, learning and internationalisation strategies. The unit works collaboratively with academic and professional staff across a number of business units of the Faculty, academic schools and graduate schools, as well as with the External Relations portfolio in University Services.

6.2 BUDGET DIVISION

arts.unimelb.edu.au

The Faculty of Arts is at the forefront of teaching and research in the languages, humanities and social sciences fields in Australia and in many cases internationally. Founded in 1853, it is one of Australia's oldest and largest faculties with approximately 400 staff and 7000 students - 6000 undergraduates and 1000 postgraduates – engaged in over 900 subjects in more than 40 areas of study. Over 600 international students from more than 50 different countries representing five continents are currently studying towards degrees offered in the Faculty.

As Australia's premier Arts faculty, it aims to provide an exciting, high-quality intellectual environment that will attract the best students and staff across a wide range of disciplines.

The Faculty of Arts maintains strong connections with leading international universities through research collaborations and student exchange programs, and nurtures relationships with government, not-for-profit and private organisations through student internship placements, research projects and community engagement.

As well as housing the Graduate School of Humanities and Social Sciences and the Melbourne School of Government, the Faculty of Arts also comprises five academic schools:

- ▶ Asia Institute
- ▶ School of Culture and Communication
- ▶ School of Historical and Philosophical Studies
- ▶ School of Languages and Linguistics
- ▶ School of Social and Political Sciences

Our students and staff are supported by business units within the Faculty including:

- ▶ The Office of the Dean and Faculty Executive Director
- ▶ The Academic Support Office

- ▶ The Strategy, Planning and Resources Unit
- ▶ The External Relations Unit
- ▶ The Research Office
- ▶ The Human Resources Office

For more information on the Faculty please see www.arts.unimelb.edu.au

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

Further information about working at The University of Melbourne is available at <http://about.unimelb.edu.au/careers>.

6.4 GROWING ESTEEM, THE MELBOURNE CURRICULUM AND RESEARCH AT MELBOURNE: ENSURING EXCELLENCE AND IMPACT TO 2025

Growing Esteem describes Melbourne's strategy to achieve its aspiration to be a public-spirited and internationally-engaged institution, highly regarded for making distinctive contributions to society in research and research training, learning and teaching, and engagement. <http://about.unimelb.edu.au/strategy-and-leadership>

The University is at the forefront of Australia's changing higher education system and offers a distinctive model of education known collectively as the Melbourne Curriculum. The new educational model, designed for an outstanding experience for all students, is based on six broad undergraduate programs followed by a graduate professional degree, research higher degree or entry directly into employment. The emphasis on academic breadth as well as disciplinary depth in the new degrees ensures that graduates will have the capacity to succeed in a world where knowledge boundaries are shifting and reforming to create new frontiers and challenges. In moving to the new model, the University is also aligning itself with the best of emerging European and Asian practice and well-established North American traditions.

The University's global aspirations seek to make significant contributions to major social, economic and environmental challenges. Accordingly, the University's research strategy *Research at Melbourne: Ensuring Excellence and Impact to 2025* aspires to a significant advancement in the excellence and impact of its research outputs.

<http://research.unimelb.edu.au/our-research/research-at-melbourne>

The strategy recognises that as a public-spirited, research-intensive institution of the future, the University must strive to make a tangible impact in Australia and the world, working across disciplinary and sectoral boundaries and building deeper and more substantive engagement with industry, collaborators and partners. While cultivating the fundamental enabling disciplines through investigator-driven research, the University has

adopted three grand challenges aspiring to solve some of the most difficult problems facing our world in the next century. These Grand Challenges include:

- ▶ Understanding our place and purpose – The place and purpose grand challenge centres on understanding all aspects of our national identity, with a focus on Australia's 'place' in the Asia-Pacific region and the world, and on our 'purpose' or mission to improve all dimensions of the human condition through our research.
- ▶ Fostering health and wellbeing – The health and wellbeing grand challenge focuses on building the scale and breadth of our capabilities in population and global health; on harnessing our contribution to the 'convergence revolution' of biomedical and health research, bringing together the life sciences, engineering and the physical sciences; and on addressing the physical, mental and social aspects of wellbeing by looking beyond the traditional boundaries of biomedicine.
- ▶ Supporting sustainability and resilience – The sustainability and resilience grand challenge addresses the critical issues of climate change, water and food security, sustainable energy and designing resilient cities and regions. In addition to the technical aspects, this grand challenge considers the physical and social functioning of cities, connecting physical phenomena with lessons from our past, and the implications of the technical solutions for economies, living patterns and behaviours.

Essential to tackling these challenges, an outstanding faculty, high performing students, wide collaboration including internationally and deep partnerships with external parties form central components of Research at Melbourne: Ensuring Excellence and Impact to 2025.

6.5 GOVERNANCE

The Vice Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at <http://www.unimelb.edu.au/governance>