**External Relations**
University Services

# Web Content and Development Coordinator

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| **POSITION NUMBER** | 0040438 |
| **PROFESSIONAL CLASSIFICATION STANDARD/SALARY** | PSC 6 -$79,910 - $86,499  per annum |
| **SUPERANNUATION** | Employer contribution of 9.5% |
| **EMPLOYMENT TYPE** | Full Time (1 FTE) <br> Fixed Term (Specific Task or Project) <br> Fixed term available for  6  months |
| **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** | Fergus Ruddle <br><br> Tel +61 3  8344 5400 <br><br> Email Fergus.ruddle@unimelb.edu.au <br><br> *Please do not send your application to this contact* |

For information about working for the University of Melbourne, visit our website:
http://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

## EXTERNAL RELATIONS

External Relations builds the esteem in which the University is held by providing creative, engaging and effective sales and marketing solutions for faculties, graduate schools and Chancellery.

## ABOUT THE ROLE

### Position Purpose:

The purpose of the Web Content and Development Officer is to provide day to day web support in-faculty and schools.  This support is provided under the guidance of Digital and Online Channel Web team which is part of Channel Management in External Relations.  The role will assist faculties and schools with the provision of new templates, content migration, content editing and development, day to day CMS web support and basic maintenance during the UOM digital transition period.   The role will also be required to assist with specific digital projects in each faculty and school.   The applicants will be working within the faculty or school but will also hot desk with the digital and online channels team (DOC) to ensure they have technical support and training.

Reporting line: Channel Management Director

No. of direct reports: 0

No. of indirect reports: 0

Direct budget accountability: Click here to enter text.

### Key Dimensions and Responsibilities:

Task level: Moderate

Organisational knowledge: Significant

Judgement: Significant

Operational context: University Wide

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:

- Work across faculties and projects as directed by the Channel Management Director and the local Faculty or School contact.
- Deliver high quality projects while working to strict deadlines.
- Update and manipulate web content using CMS systems such as Squiz Matrix, Drupal, WordPress and Bespoke.
- Some web development capability is required using existing templates as provided by the digital and online channels team.
- Engage with and manage the expectations of assigned Faculty managers and other

stakeholders.
- Assist in faculty digital marketing initiatives as required
- Develop new websites and pages using CMS templates.
- Edit web content and review existing web sites and pages.
- Manage migration of old templates and sites to new CMS templates
- Help manage basic google analytics reporting for marketing purposes and optimization of current websites for SEO working with the digital and online channels team. Provide communication back to digital and online channel team on faculty web needs

## Selection Criteria:

Education/Qualifications

The appointee will have

1. Completion of undergraduate qualifications in a relevant discipline and/or an equivalent mix of education and demonstrated relevant experience.

Knowledge and skills:
1. Demonstrate the University Services Values of University First by acting in the best interest of your employer; displaying Service Excellence by striving to deliver beyond expectations and taking ownership of the delivery; and value working collaboratively as One Team, connecting with people and building relationships in your workplace.
2. Demonstrated ability to manage day to day workload within faculties and prioritise different projects.
3. Demonstrated knowledge of CSS and HTML
4. Demonstrated practical knowledge of web content management systems CMS including application of template designs.
5. Demonstrating excellent interpersonal and communication skills and the ability to build effective working relationships with diverse stakeholders and manage client expectations.
6. Ability to work collaboratively, positively and flexibly both in a team and independently, managing a variety of tasks and adapting to changing priorities.
7. Demonstrated commitment to continuous improvement and experience identifying and implementing web content and development solutions.
8. Demonstrated knowledge and experience in web optimisation, and optimising content and website structures.