



POSITION DESCRIPTION

Faculty of Veterinary and Agricultural Services

Digital Content and Marketing Coordinator

POSITION NO	0037585
CLASSIFICATION	PSC 6
SALARY	\$79,910 - \$86,499 p.a.
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full-time
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	Hinalei Johnston Tel +61 3 8344 7844 Email hinaleij@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

ABOUT THE POSITION

The Digital Content and Marketing Coordinator is an exciting and varied role in the Faculty of Veterinary and Agricultural Science's Marketing, Communications and Recruitment team and is responsible for developing and implementing an innovative digital content and marketing strategy.

Reporting to the Marketing, Communications and Recruitment Manager, the Digital Content Coordinator provides professional and timely digital content services across a broad range of platforms to support the Faculty's engagement and marketing functions.

The Digital Content and Marketing Coordinator provides advice, develops and maintains Faculty websites using CMS systems, executes digital marketing strategies and implements best practices across all digital and social media activities, including analytics reporting and Search Engine Optimisation reviews and identifies opportunities for digital and marketing outreach. The role requires close liaison with stakeholders across the Faculty, schools and the Digital and Online Channels team in External Relations at the University.

The Digital Content and Marketing Coordinator must have marketing and communications experience, highly developed organisational and interpersonal communication skills, attention to detail and accuracy, discretion and sound judgement. A creative approach and high quality of work along with a sound background in the management and use of digital platforms is essential.

The Digital Content and Marketing Coordinator works closely with the Marketing, Communications and Recruitment team and wider operations team and will be the first point of contact for all digital matters across the Faculty and also responds to prospective student enquiries. The Faculty teaches across three campuses: Dookie, Parkville and Werribee. The role will primarily be based at the Parkville campus and occasional travel to other campuses is expected.

ABOUT US

The University of Melbourne has affirmed its position as the number one university in Australia, and remains among the fastest-rising research universities in the world's top 100, according to the Academic Ranking of World Universities (ARWU). It is counted among the best universities in the world – 33 by the Times Higher Education (THE) and 32 by the US News and World Report Rankings. Please visit [Tradition of Excellence](#) for further information.

The Faculty of Veterinary and Agricultural Sciences provide over 20 courses and 300 subjects to approximately 3,500 equivalent full time students. The Faculty provides the only professional entry veterinary program in Victoria and the Bachelor of Agriculture is the fastest growing undergraduate degree in Australia. The University of Melbourne's agriculture program is the largest in Victoria and ranked 36 in the world, whilst the Doctor of Veterinary Medicine program was the first graduate veterinary professional entry program in Australia. The Faculty is ideally placed to contemplate changes that have far-reaching consequences on its teaching, engagement and research.

1. Key Responsibilities

1.1 OPERATIONAL ACTIVITIES AND SERVICE QUALITY

- ▶ Provide high quality and timely web development services to support the Faculty's engagement and marketing functions through the provision of advice, design, integrated content updates, development, and maintenance.
- ▶ Develop and maintain social media communications, working closely with the Marketing, Communications and Recruitment Manager to implement marketing and communications strategies.
- ▶ Produce high-quality content for multiple channels promoting the Faculty's key programs, research and successes.
- ▶ Apply strong written communications and editing skills across digital and print.
- ▶ Ensure the Faculty's website is of a high-standard and compliant, working with University Services External Relations teams as required.
- ▶ Accountable for the provision of technical, advisory, content management and maintenance services to ensure a high quality and engaging web site and social media presence to support the Faculty's engagement and marketing, recruitment, international, fundraising, media and public relations activities.
- ▶ Provide development, support and maintenance services for the Faculty's intranet pages to ensure a quality internal communications process.
- ▶ Contribute to the analysis of web deployment strategies, and develop regular analytics reporting.
- ▶ Prepare high quality documentation and training tools for relevant users of the Faculty's web pages and provide advice on development and enhancement opportunities for all aspects of the online presence.
- ▶ Respond to prospective student enquires and assist with other department responsibilities during peak periods.
- ▶ Develop and implement a regular maintenance schedule and provide accurate and timely maintenance of web content.
- ▶ Comply with quality assurance, in line with requirements under the University's risk management framework including OH&S, legislation, statutes, regulations and policies.

1.2 INNOVATION AND IMPROVEMENT

- ▶ Proactively review the usability and functionality of the website on a regular basis and develop recommendations for enhancement.

1.3 COLLABORATION AND LEADERSHIP

- ▶ Collaborate and work with other members of the Marketing, Communications and Recruitment team to deliver digital media including video content into various platforms and devices with a view to extend the reach of digital communications.
- ▶ Work as part of the broader team by providing support during times of peak activity.
- ▶ A natural curiosity and interest in Faculty objectives and strategic priorities
- ▶ Provide assistance and advice on other academic projects and related requests for developmental assistance.
- ▶ A willingness to expand on skill set and experience

2. Selection Criteria

In order to be considered for interview by the Selection Panel, applicants must address the following Criteria in their application. Please visit the University website how to address [Essential Selection Criteria](#)

2.1 ESSENTIAL

- ▶ A relevant tertiary degree and relevant professional experience in a similar marketing and communications or digital content role in the higher education sector or similar.
- ▶ Experience developing and maintaining websites using content management systems.
- ▶ Demonstrated professional experience preparing content for web and digital platforms, including copy-editing and formatting, and some professional experience with HTML5/CSS.
- ▶ Demonstrated understanding of best practice for web including SEO, writing for the web, and accessibility compliance.
- ▶ Strong project management skills with the ability to manage multiple tasks, work under pressure and display initiative to deliver high quality outputs in tight timelines.
- ▶ Excellent copywriting skills, including demonstrated experience in writing and producing content for social media, digital campaigns, website copy and print.
- ▶ Excellent verbal, written and interpersonal skills.
- ▶ Evidence of stakeholder management in complex environments.
- ▶ Ability to perform tasks autonomously with accuracy and attention to detail, and work effectively as part of a team.
- ▶ Ability to demonstrate client and customer satisfaction from a record of outstanding customer service.
- ▶ Well-established organisational skills with a strong work ethic and initiative, commitment to continuous improvement, openness to new ideas and creative approaches to problem solving in complex settings.
- ▶ Demonstrated experience in providing support for large events such as Open days and launches.
- ▶ Undertake job tasks in the Faculty outside this role as required.

2.2 DESIRABLE

- ▶ Experience with the Adobe Creative Suite or similar for the purposes of design, photo and video editing.
- ▶ Experience with the University's CMS (Squiz Matrix).
- ▶ Experience in or an understanding of the higher education sector.
- ▶ Experience in training peers in the use of social media and other online platforms.
- ▶ An interest in science, and the value of this to the public.

2.3 SPECIAL REQUIREMENTS OF THIS POSITION

- ▶ A current driver's licence.

- ▶ As the Faculty of Veterinary and Agricultural Sciences is located over several metropolitan and regional campuses, staff may be required to travel to, or work from, other sites and campuses as required.
- ▶ An ability to work outside normal business hours as some events are held of an evening or on weekends.
- ▶ Working in this role involves regular lifting of boxes weighting approximately 10kgs.

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The Digital Content and Marketing Coordinator will work under the general direction of the Marketing, Communications and Recruitment Manager. This position requires a team-focus, high-degree of initiative, sound contextual judgement, self-reliance and autonomy.

3.2 PROBLEM SOLVING AND JUDGEMENT

This position will require time management, planning and problem solving skills, including an ability to meet deadlines. The position operates in a complex, team-based development environment that often has competing priorities. The Digital Content and Marketing Coordinator will demonstrate sound, evidence-based judgements, and sophisticated problem solving and communication skills. The incumbent will be responsible for developing and implementing an innovative digital content and marketing strategy.

The Digital Content and Marketing Coordinator needs to exercise a high degree of professional judgement in managing competing priorities, and is expected to work in a collaborative and generous style that fosters teamwork and collaboration. The Digital Content and Marketing Coordinator will routinely make independent decisions in managing their day-to-day work and responsibilities.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The Digital Content and Marketing Coordinator must possess or develop proficiency in the understanding of the University context, its processes and sound product knowledge of programs. The incumbent will be responsible for adapting techniques as required, to enable continuous improvement.

3.4 RESOURCE MANAGEMENT

The Digital Content and Marketing Coordinator is responsible for making supported recommendations for resourcing requirements and ensuring that relevant activities are delivered within budget.

3.5 BREADTH OF THE POSITION

The Digital Content and Marketing Coordinator will often consult with academic and professional staff across the Faculty and University to support the achievement of marketing objectives. The Digital Content and Marketing Coordinator must develop and maintain strong, positive communication channels throughout the University community and with external stakeholders.

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 service 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/topics/responsibilities/>

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

6. Other Information

6.1 FACULTY OF VETERINARY AND AGRICULTURAL SCIENCES

<http://fvas.unimelb.edu.au/>

The Faculty of Veterinary and Agricultural Sciences was formed in July 2014 through the merger of the former Faculty of Veterinary Science and the Department of Agriculture and Food Systems. The new Faculty creates opportunities for closer research collaborations and the formation of interdisciplinary teams to address major issues in veterinary and agricultural sciences. The Faculty's core teaching, postgraduate training, research, clinical consultancy and industry development activities are delivered at the Parkville, Werribee and Dookie campuses, and the Veterinary Hospital operates at Werribee.

Our interdisciplinary approach applies scientific, social, political and economic perspectives to address the needs of both human communities and the natural environment. We address the issues of climate change, food production and food

security, crop, plant and soil health, water management, sustainable use of resources for agriculture, animal health and disease and other problems challenging key decision makers today.

Our academic staff engage with government and industry to investigate critical societal issues and the faculty is home to University research centres dedicated to this work. They include: Animal Welfare Science Centre; Primary Industry Climate Challenges Centre; Centre for Animal Biotechnology; Centre for Equine Virology; and the Asia-Pacific Centre for Animal Health', in which the University is a core partner. Research within the Faculty has led to some outstanding outcomes including: increased agricultural productivity; vaccines and diagnostic products that have been commercialised throughout the world; enhanced animal welfare; improvements in public health; and contributions to basic understanding of animal biology.

The Faculty is the only provider of Veterinary Science courses in Victoria and one of only a small number of Universities doing so in Australia. The Bachelor of Agriculture and Bachelor of Food Science along with coursework masters in Agricultural Sciences and Food Science offers one of the most comprehensive educational programs in agricultural and food science in Australia.

6.2 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>.

6.3 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.

6.4 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>