



POSITION DESCRIPTION

External Relations
University Services

Social Media Coordinator (China)

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| POSITION NO | 0039078 |
| CLASSIFICATION | PSC 6 |
| HOURLY RATE | \$51.74 |
| SUPERANNUATION | Employer contribution of 9.5% |
| EMPLOYMENT TYPE | Full Time Casual, 1 year contract |
| OTHER BENEFITS | http://hr.unimelb.edu.au/careers/working/benefits |
| CURRENT OCCUPANT | Vacant |
| HOW TO APPLY | Online applications are preferred. Go to http://hr.unimelb.edu.au/careers , under 'Job Search and Job Alerts', select the relevant option ('Current Staff' or 'Prospective Staff'), then find the position by title or number. |
| CONTACT FOR ENQUIRIES ONLY | Yves Makhoul Tel +61 3 9035 6138 Email yves.makhoul@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 websites:

hr.unimelb.edu.au/careers
joining.unimelb.edu.au

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 more than 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.

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 deserve to service for excellence and reach the targets of Growing Esteem.

ABOUT THE ROLE

Position Purpose:

As part of the dynamic External Relations' Media & Publishing team, the Social Media Coordinator (China) works with stakeholders across the University to deliver social media initiatives that align with industry and world best practice to ensure we remain at the forefront of social media use and innovation by amplifying the impact of the University's research, teaching & learning and engaging campus experiences.

The Social Media Coordinator works with the University's Chinese social media agency, China office and University staff across the University under the direction of the Social Media Manager, to effectively coordinate and moderate the Chinese social media function of the University of Melbourne to communicate with both broad and targeted audiences on Weibo, WeChat and other Chinese social media channels as required.

Key Dimensions and Responsibilities:

Task level: Moderate

Organisational knowledge: Moderate

Judgement: Moderate

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:

- Provide monthly calendar, strategic advice and direction to Chinese Agency contacts
- Contribute to the success of integrated marketing and communications campaigns working with colleagues across the University and External Relations including media, advertising, events, content, multimedia, marketing and communications for the purposes of the Triple Helix strategy: teaching & learning, research (including the University's Pursuit multimedia content platform) and engagement
- Provide regular updates on the effectiveness of the University's engagement through Chinese social media
- Support in the reputational management of issues as they arise through Chinese social media
- Work on transitioning the University to "in-house" management of the Chinese social media function by mid-2018
- Occupational Health and Safety (OH&S) and Environmental Health and Safety (EH&S) responsibilities as outlined in section 5 or 6.
- Other duties as required

Selection Criteria:

Education/Qualifications

1. The appointee will have: A degree with relevant experience; or extensive experience and broad knowledge of the field; or an equivalent combination of relevant professional experience and/or education and training.

Knowledge and skills:

2. Demonstrated experience in creating innovative content specifically designed to drive high levels of Chinese social engagement
3. Fluent written and verbal communication skills in both Mandarin/Chinese (simplified) and English (Australian)
4. Demonstrated experience and examples of work that uses social media communications and advertising strategies to support business objectives
5. Solid knowledge and understanding of Chinese social media platforms and their respective audiences and how they can be used in an organisational context
6. Familiarity with a range of social monitoring, measurement and engagement tools
7. Demonstrated high level interpersonal skills including the ability to build and maintain relationships across a large organisation

Other job-related information:

- ▶ Graphic design skills desirable
- ▶ Videography skills desirable
- ▶ Some travel and work out of ordinary hours expected