



## POSITION DESCRIPTION

**Academic Engagement**  
Faculty of Science

### Digital Coordinator

<b>POSITION NO</b>	0042576
<b>CLASSIFICATION</b>	PSC 6
<b>SALARY</b>	\$77,207 – \$83,573 p.a.
<b>SUPERANNUATION</b>	Employer contribution of 9.5%
<b>WORKING HOURS</b>	Full Time (1FTE)
<b>BASIS OF EMPLOYMENT</b>	Fixed Term for 18 months
<b>OTHER BENEFITS</b>	<a href="http://about.unimelb.edu.au/careers/working/benefits">http://about.unimelb.edu.au/careers/working/benefits</a>
<b>CURRENT OCCUPANT</b>	Vacant
<b>HOW TO APPLY</b>	Online applications are preferred. Go to <a href="http://about.unimelb.edu.au/careers">http://about.unimelb.edu.au/careers</a> , under 'Job Search and Job Alerts', select the relevant option ('Current Staff' or 'Prospective Staff'), then find the position by title or number
<b>CONTACT FOR ENQUIRIES ONLY</b>	Daryl Holland Tel +61 3 8344 4443 Email: <a href="mailto:daryl.holland@unimelb.edu.au">daryl.holland@unimelb.edu.au</a>  <i>Please do not send your application to this contact</i>

For information about working for the University of Melbourne, visit our websites:

[about.unimelb.edu.au/careers](http://about.unimelb.edu.au/careers)  
[joining.unimelb.edu.au](http://joining.unimelb.edu.au)

## ***Position Summary***

Reporting to the Manager, Marketing and Communications, Faculty of Science, the position is responsible for providing professional and timely digital content services across the Faculty, to support the Faculty's engagement and marketing functions. This new position has been established to provide advice on, develop, and maintain the Faculty websites using the University's Content Management System (CMS), Squiz Matrix. In particular, this appointment will be responsible for the implementation of best practice around content, accessibility, analytics reporting and Search Engine Optimisation (SEO), in order to meet the Faculty's goal to enhance its web presence, and make its websites effective marketing and communications tools for student recruitment, promotion of research excellence, alumni, community and industry engagement, and philanthropy, in a way befitting of a world-class research and teaching institution. A key requirement of this role will be the preparation and distribution of high quality documentation and training tools for the relevant users of the Faculty's web pages.

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

The Digital Coordinator must have web development and digital 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 websites is essential.

The Digital Coordinator will work closely with the rest of the Marketing and Communications team and wider Science Academic Engagement team, and will be the first point of contact for all website matters across the Faculty. The Faculty sits on three campuses: Parkville, Burnley and Creswick. The role is based at the Parkville campus.

## ***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.
- ▶ Ensure the Faculty's websites are coherent and compliant, working with the University Services and External Relations teams as required.
- ▶ 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 and distribute high quality documentation and training tools for relevant users of the Faculty's web pages and provide advice on the development and enhancement opportunities for all aspects of the online presence.
- ▶ 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, particularly around privacy.

## 1.2 COLLABORATION AND LEADERSHIP

- ▶ Collaborate and work with other members of the Marketing and Communications team to deliver digital media including video content into various platforms and devices with a view to extending the reach of digital communications.
- ▶ Work as part of the broader team by providing support during times of peak activity and assisting with large events such as Open Day, public lectures, and other public relations activities.
- ▶ Provide assistance and advice on other academic projects such as research blogs, and related requests for developmental assistance.

## 1.3 GENERAL

- ▶ Contribute to team planning and strategy development
- ▶ Other duties as required at the direction of the Manager, Marketing and Communications
- ▶ A flexible approach to working hours is necessary, as some events are held outside normal office hours and on weekends.
- ▶ Occupational Health and Safety (OH&S) and Environmental Health and Safety (EH&S) responsibilities as outlined in section 5

# 2. *Selection Criteria*

## 2.1 ESSENTIAL

- ▶ A relevant tertiary qualification and subsequent relevant professional experience in a similar communications or digital content role in the higher education sector or similar.
- ▶ Experience developing and maintaining websites using content management systems (CMS).
- ▶ Demonstrated professional experience preparing content for web and digital platforms, including copy-editing and formatting.
- ▶ Demonstrated understanding of HTML5 and Javascript, and an understanding of Cascading Style Sheets (CSS) and templates that underpin an effective CMS
- ▶ Demonstrated experience 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 websites.
- ▶ Ability to perform tasks autonomously with accuracy and attention to detail, and work effectively as part of a small team.
- ▶ 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.
- ▶ High-level interpersonal skills to enable effective liaison with a wide range of stakeholders, particularly academic and professional, staff and senior executives in the Faculty and across the University

## 2.2 DESIRABLE

- ▶ Experience in the development and management of blogs, particularly Wordpress blogs.
- ▶ Experience with the University's main CMS (Squiz Matrix).
- ▶ Experience in training peers in the use of online platforms.
- ▶ A background in science and or a sound understanding of how to effectively communicate science.

## 3. *Job Complexity, Skills, Knowledge*

### 3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The Digital Coordinator receives broad direction from the Manager, Marketing and Communications and operates within the broad framework of Faculty and University policy and requirements. The Digital Coordinator will work independently to plan, deliver and evaluate the Faculty's web presence.

The incumbent will be required to form strong working relationships with their counterparts in other faculties, as well as University Services (Academic Services, External Relations, and Student Information), with internal (Academic Programs & Enrichment, Future Students and the Faculty of Science Schools) and external service providers.

### 3.2 PROBLEM SOLVING AND JUDGEMENT

Well-developed problem solving skills are required. In complex situations, the incumbent will consult the Marketing and Communications Manager. Judgement will be required in managing workload and balancing work requests. Editorial and design judgement will be required in relation to website content and presentation.

The incumbent will also have the discretion to provide innovative solutions to problems during activities and within the work area. Recommendations for changing policy and current work practices would be referred to the Manager, Marketing and Communications.

### 3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The Digital Coordinator is required to have a good knowledge of the Faculty's marketing and engagement plans and strategies and requires a sound knowledge of marketing concepts and best practice digital and online channel management. The incumbent must possess or develop an understanding of the University of Melbourne context, its processes and programs.

### 3.4 RESOURCE MANAGEMENT

While there is limited budget responsibility attached to this position, the occupant will manage their own time and will coordinate, plan and review administrative processes that impact on resource allocation within the Faculty.

### 3.5 BREADTH OF THE POSITION

The incumbent will consult with academic and professional staff across the Faculty and University to support their marketing and communications objectives. The incumbent must

develop strong, positive communication channels throughout the University community and with external stakeholders where relevant.

#### ***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 SECRETARIAT**

The Faculty Secretariat is the administrative unit for the Faculty of Science and all its teaching, research and commercial activities. The Secretariat is responsible for the policy development, planning, implementation and ongoing management of Faculty programs.

## 5.2 FACULTY OF SCIENCE

<http://www.science.unimelb.edu.au>

Science at the University of Melbourne is the most highly ranked Faculty of Science in Australia.\* Science is defined by its research excellence in the physical and life sciences and is at the forefront of research addressing major societal issues from climate change to disease. Our discoveries help build an understanding of the world around us.

We have over 150 years of experience in pioneering scientific thinking and analysis, leading to outstanding teaching and learning and offer a curriculum based on highly relevant research, which empowers our STEM students and graduates to understand and address complexities that impact real world issues and the challenges of tomorrow.

We aspire to engage the broader community with the impact that Science has on our everyday lives. Through the strength of our internships and research project offerings, our students are provided opportunities to engage with industry partners to solve real-world issues.

The Faculty of Science has over 40,000 alumni and is one of the largest faculties in the University comprising seven schools: BioSciences, Chemistry, Earth Sciences, Ecosystem and Forest Sciences, Geography, Mathematics and Statistics, and Physics.

The Faculty is custodian of the Bio21 Molecular Science and Biotechnology Institute, Office for Environmental Programs and home to numerous Centres.

Science manages more than \$280 million of income per annum, with a staff base in the order of 220 professional staff, and more than 540 academic staff.

We offer a range of undergraduate, honours, graduate and research degrees; enrolling over 10,000 undergraduate and graduate students. The Faculty of Science is the custodial Faculty for the BSc (Bachelor of Science) with enrolments of approximately 6,200 students.

The Faculty of Science is a leader in research, contributing approximately \$50 million in HERDC income per annum. The Faculty of Science is highly research focused, performing strongly in the ARC competitive grants schemes, often out-performing the national average. The Faculty of Science is currently growing its competitiveness and standing in the NHMRC space.

The Faculty of Science provides community services and industry partnerships based on a solid foundation of research in the pure and applied sciences. The Faculty has an endowment of approximately \$50 million. The annual income from the endowment supports more than 120 prizes, scholarships and research awards.

\*Figures from the latest available data for 2015, including published international

## 6.2 THE UNIVERSITY OF MELBOURNE

The University of Melbourne is a leading international university with a tradition of excellence in teaching and research. With outstanding performance in international rankings, Melbourne is at the forefront of higher education in the Asia-Pacific region and the world. The University of Melbourne is consistently ranked among the world's top universities. Further information about our reputation and global ranking is available at <http://futurestudents.unimelb.edu.au/explore/why-choose-melbourne/reputation-rankings>.

Established in 1853, shortly after the founding of Melbourne, the University is located just a few minutes from the centre of this global city. The main Parkville campus 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.

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/index.html#home>
- ▶ 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 EQUITY AND DIVERSITY

Another key priority for the University is access and equity. The University of Melbourne is strongly committed to an admissions policy that takes the best students, regardless of financial and other disadvantage. An Access, Equity and Diversity Policy Statement, included in the University Plan, reflects this priority.

The University is committed to equal opportunity in education, employment and welfare for staff and students. Students are selected on merit and staff are selected and promoted on merit.

#### 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/unisec/governance.html>.

### 7. *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.